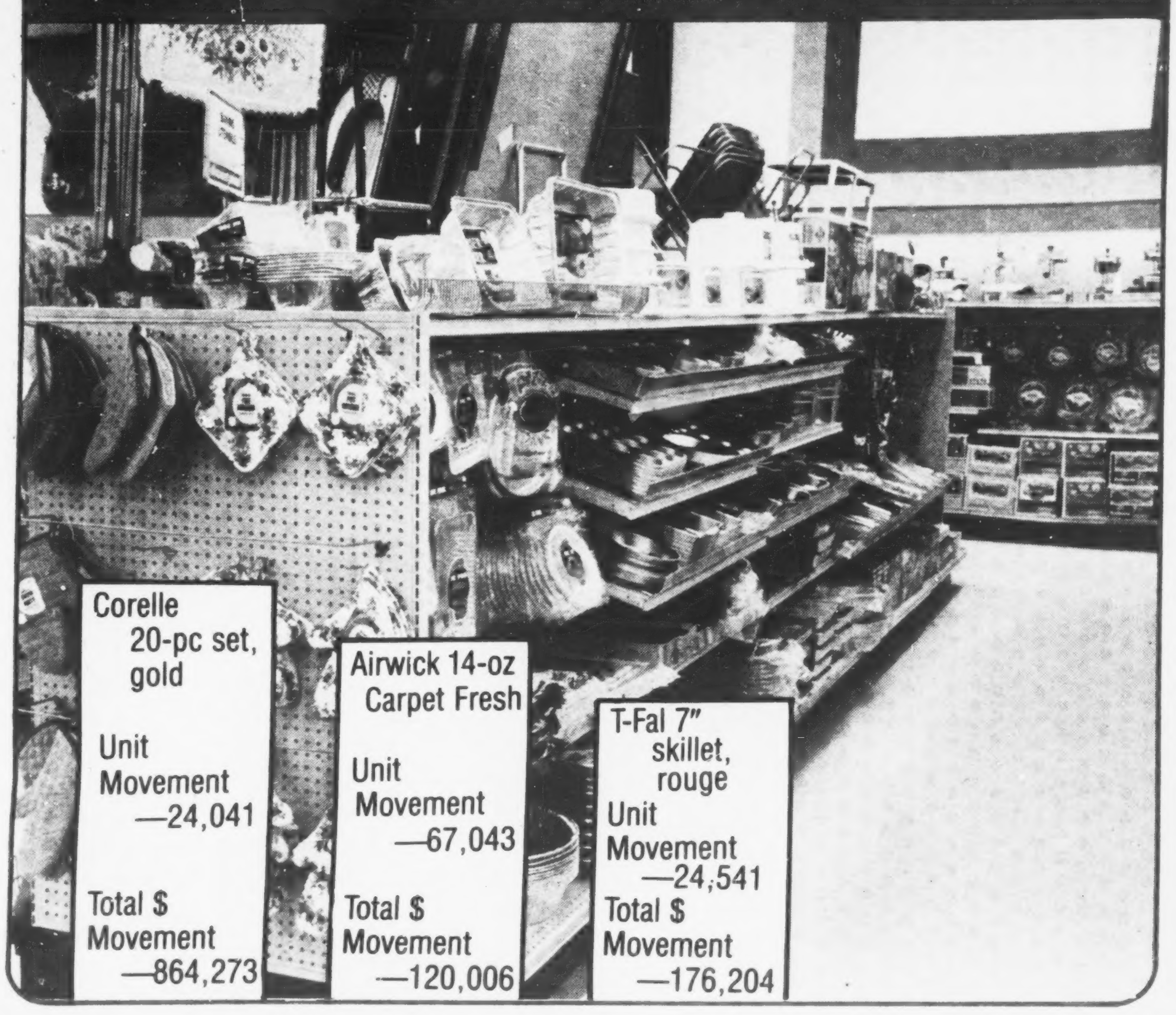
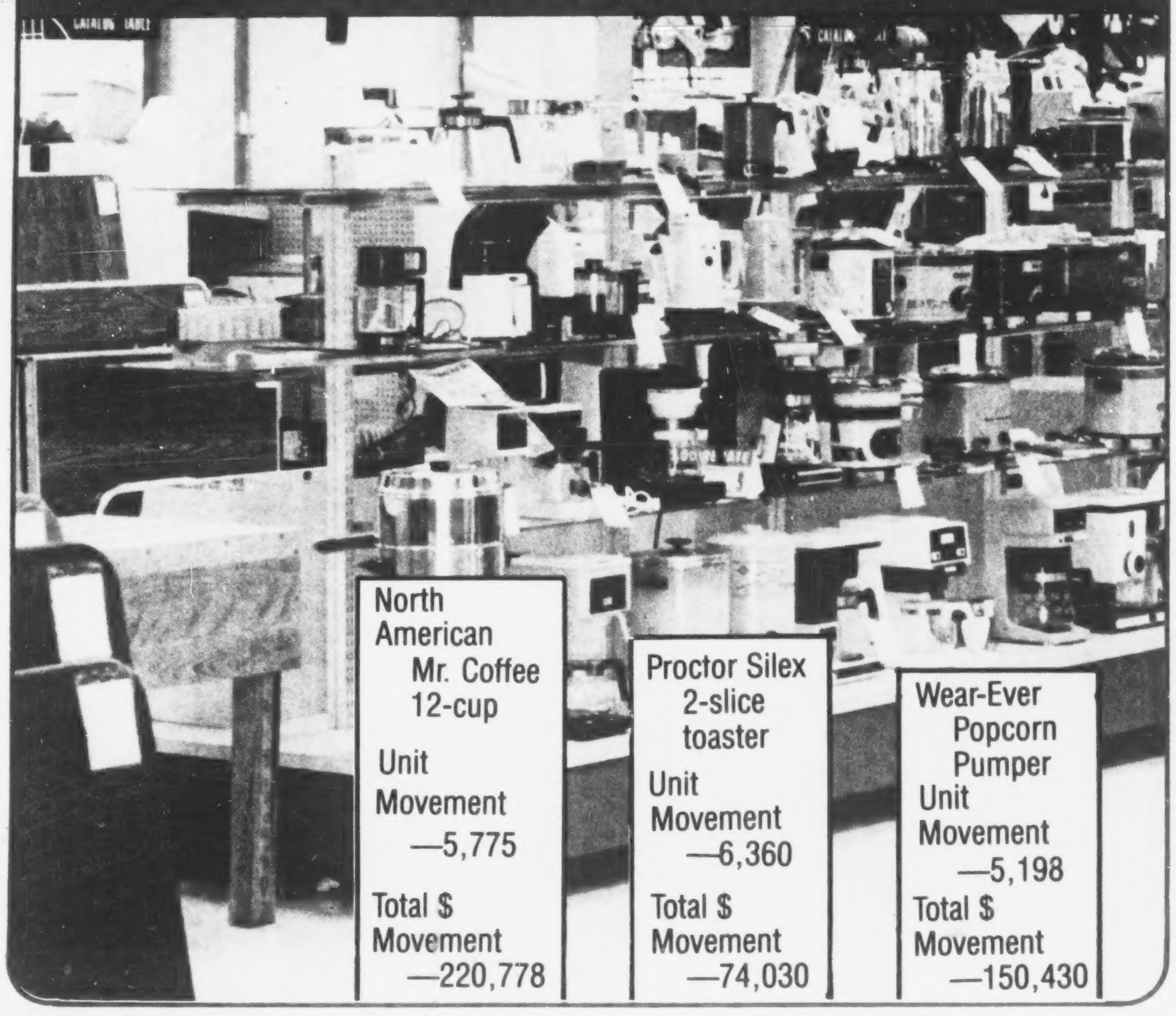
HOUSEWARES



Item	Unit Movement	Total $ Movement
Corelle 20-pc set, gold	—24,041	—864,273
Airwick 14-oz Carpet Fresh	—67,043	—120,006
T-Fal 7" skillet, rouge	—24,541	—176,204

ELECTRIC HOUSEWARES



Item	Unit Movement	Total $ Movement
North American Mr. Coffee 12-cup	—5,775	—220,778
Proctor Silex 2-slice toaster	—6,360	—74,030
Wear-Ever Popcorn Pumper	—5,198	—150,430

6th Annual

Discount Store News
THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

Product Movement Audit

AUTOMOTIVE

Item	Unit Movement	Total $ Movement
2-ton Hydraulic jack:	—11,012	—770,729
6014 HD sealed beam	—148,029	—487,015
Valvoline 10W-40	—433,790	—403,424

The Sixth Annual *Discount Store News* Product Movement Audit provides a comprehensive look at the best-selling items and hottest trends in discounting during 1979: a catalog of fast-turning merchandise against which your chain's assortment can be checked.

As the cost of money skyrockets, and store size continues its downward movement, it becomes more and more important to fine-tune the assortment for maximum return on inventory investment.

Keeping the fast-moving items that comprise the bulk of your business, deleting the slow movers and knowing when (and whether) to enlarge, intensify, reduce or eliminate product lines are vital to profitable operation.

DSN's Annual Product Movement Audit is one tool that can help you make those difficult decisions. The information is based on movement reports from wholesalers with general enough distribution in discount department stores to make the data typical, and with broad enough a geographical base to be meaningful to all chains.

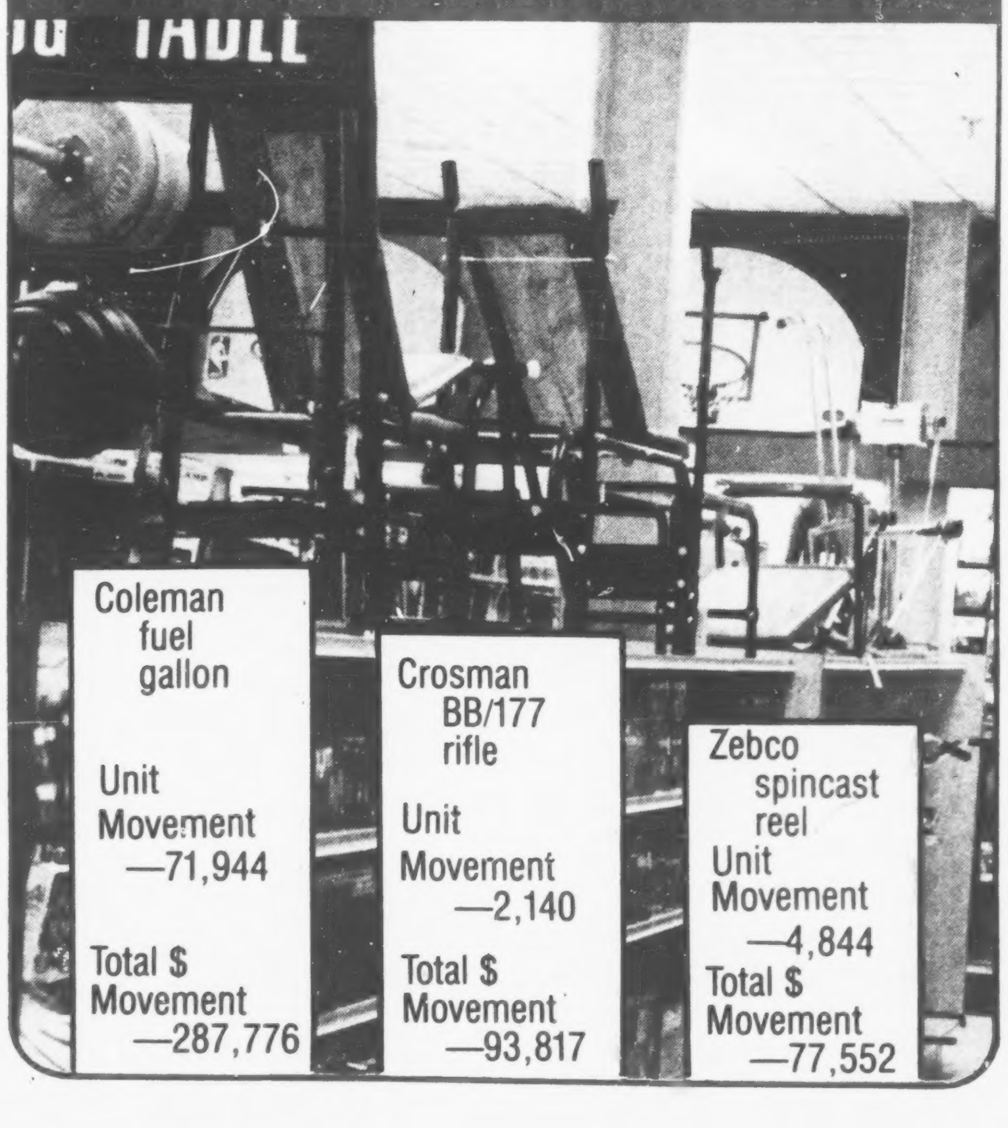
HEALTH & BEAUTY AIDS

Item	Unit Movement	Total $ Movement
Zest 6-pk Special Bath	—128,240	—325,730
Crest reg. 7 oz.	—207,096	—314,786
Tampax Super 40's	—117,954	—280,731

HARDWARE

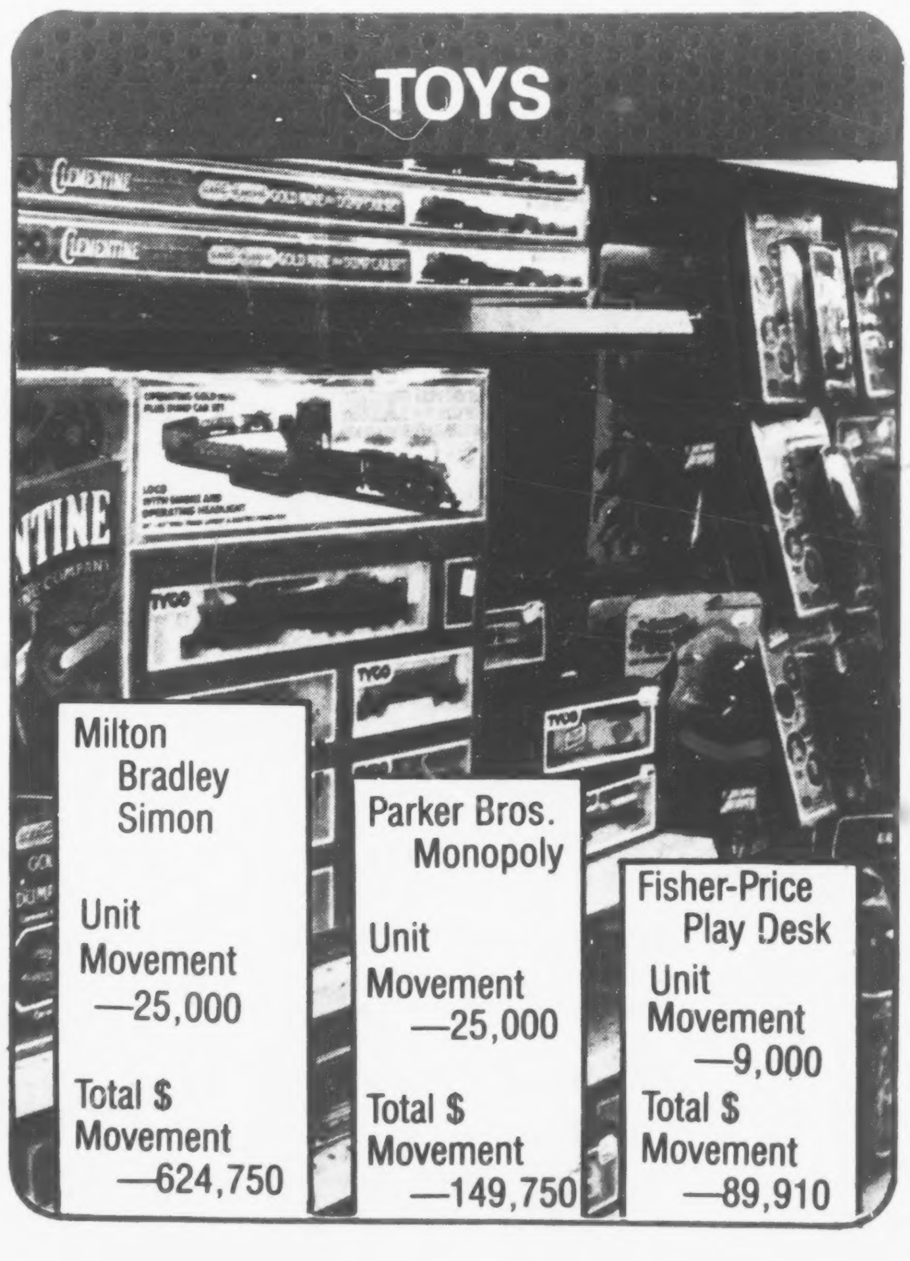
Item	Unit Movement	Total $ Movement
Toro trimmer No. 900	—17,427	—435,500
Yale LW5 entrance lockset	—32,631	—386,024
Wen 7" sander/polisher	—4,219	—234,576

SPORTING GOODS



Item	Unit Movement	Total $ Movement
Coleman fuel gallon	—71,944	—287,776
Crosman BB/177 rifle	—2,140	—93,817
Zebco spincast reel	—4,844	—77,552

TOYS



Item	Unit Movement	Total $ Movement
Milton Bradley Simon	—25,000	—624,750
Parker Bros. Monopoly	—25,000	—149,750
Fisher-Price Play Desk	—9,000	—89,910

HOUSEWARES

Figures for these housewares PMA tables cover the calendar year 1979. They were supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio. Nickman covers 900 stores, including 125 discount department stores in the Midwest. Average retail prices listed by the distributor reflect typical price points for discount clients.

TABLETOP

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	6	Expressions 20-pc set, Wildflower	3,488	49.34	172,097.92
2	2	Corelle 20-pc set, gold	5,399	27.68	149,444.32
3	1	Corelle 20-pc set, green	4,984	27.71	138,106.64
4	4	Corelle 20-pc set, Woodland	4,414	27.76	122,532.64
5	3	Expressions 20-pc set, Ind Smmr	2,160	49.77	107,503.20
6	5	Corelle 20-pc set, blue	3,492	28.31	98,858.52
7	10	Expressions 20-pc set, Meadow	1,857	49.53	91,977.21
8	7	Corelle 20-pc set, white	1,903	27.10	51,571.30
9	8	Expressions 20-pc set, Blue Heather	648	49.77	32,250.96
10	11	Corelle completer set, gold	1,495	14.95	22,350.25
11	—	Pyrex Heritage candlestick set	1,824	11.34	20,684.16
12	12	Corelle completer set, green	1,256	14.92	18,739.52
13	15	Corelle 5-pc completer set, blue	1,136	14.97	17,005.92
14	19	Corelle completer set, Woodland	1,094	15.09	16,508.46
15	16	Corelle 5-pc completer set, white	1,122	14.29	16,033.38

GLASSWARE

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Anchor Hocking 24-pc st, Nwprt gld	2,722	6.59	17,937.98
2	7	Libbey 6½-oz tall wine, Citation	3,402	3.36	11,430.72
3	5	Libbey 6½-oz red wine, Citation	3,030	3.33	10,089.90
4	—	Anchor Hocking 24-pc st, Nwprt crstl	1,447	6.57	9,506.79
5	6	Libbey 10-oz goblet, Citation, 4-pk	2,778	3.35	9,306.30
6	—	Libbey 6" ash tray, gold	8,640	1.04	8,985.60
7	—	Libbey, 16-oz cooler, Gold Aster, 4-pk	3,372	2.44	8,227.68
8	15	Libbey 12-oz beverage, Harvest Time	1,824	4.47	8,153.28
9	—	Libbey 16-oz brandy snifter	1,542	5.10	7,864.20
10	—	Libbey 16-oz clr, Gld Cntry Grdn, 4-pk	3,060	2.48	7,588.80
11	17	Libbey 12-oz beverage, Grasses, 8-pc	1,674	4.45	7,449.30
12	9	Libbey 6½-oz sherbet, Citation, 4-pk	2,082	3.32	6,912.24
13	13	Libbey 12-oz beverage, Pueblo, 8-pc	1,644	4.07	6,691.08
14	14	Libbey milk bottle	632	10.51	6,642.32
15	12	Libbey 1-oz cordial, Citation	1,860	3.39	6,305.40

COOKWARE

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Wear-Ever 10" saute pan	6,743	10.44	70,396.92
2	—	Wear-Ever 8" saute pan	7,580	6.52	49,421.60
3	—	Wear-Ever 12" saute pan	3,236	10.88	35,207.68
4	—	Wear-Ever square griddle	4,012	8.72	34,984.64
5	—	Wear-Ever 10" fry pan	2,787	11.28	31,437.36
6	6	Ekco oblong cake pan, Baker's Secret	10,272	1.93	19,824.96
7	3	Ekco 1" dp Baker's Secret cookie sht	8,988	2.18	19,593.84
8	7	Chilton 12-qt stock pot	2,255	6.80	15,334.00
9	8	Columbian large roaster	2,196	6.71	14,735.16
10	2	Chilton 10" fry pan, nonstick	4,296	3.42	14,692.32
11	—	Columbian 22-qt canner	1,590	9.10	14,469.00
12	14	Ekco Baker's Secret roast pan	5,279	2.56	13,514.24
13	15	Ekco Baker's Scrt 12-cp mffn pn	5,676	2.37	13,452.12
14	5	Ekco 9-pc bakeware set	1,002	13.22	13,246.44
15	—	Columbian 12-qt sauce pot	1,860	6.92	12,871.20

GADGETS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5	Rhodes timer, mini-minder	4,560	4.52	20,611.20
2	6	Swing-A-Way hnd cn opnr, chrm	7,992	2.56	20,459.52
3	—	Frigidaire ice cube tray	10,512	1.25	13,140.00
4	13	Swing-A-Way hnd cn opnr, jr prtbl	9,624	1.32	12,703.68
5	—	Ekco small nylon turner, black handle	9,066	1.25	11,332.50
6	—	Ekco sml nyln pnck trnr, blk hndl	8,892	1.23	10,937.16
7	14	Ekco paring knife	11,604	0.91	10,559.64
8	—	Ekco 13-qt mix bowl, stainless	1,086	9.38	10,186.68
9	—	Range Kleen 6" reflector bib	4,992	1.96	9,784.32
10	—	Range Kleen 8" reflector bib	4,140	2.35	9,729.00
11	—	Ekco can opener w/bottle opener	11,544	0.83	9,581.52
12	—	E-Z Foil oven liner	7,740	1.20	9,288.00
13	—	E-Z Foil electric burner bib	10,584	0.84	8,890.56
14	—	Foley measuring cup set	2,556	3.39	8,664.84
15	20	Ekco can opener w/bottle opener	12,887	0.66	8,505.42

(Continued on page 19)

Discount Store News

PMA®

6th Annual Product Movement Audit

Newness, Style, Trade-up Spur Housewares Biz

The hot housewares that sold across the country last year reflected one or more of the following traits:

- Newness, with the item being introduced and heavily promoted by the manufacturer.
- Trade-up, with the product capturing a higher price point due to some feature such as nonstick for cookware or more sturdy plastic for garbage cans.
- Fashion, with the housewares offered in the latest almond or chocolate color.

In Agreement

These trends were evident in the 1979 annual Product Movement Audits reported by three major distributors located in different parts of the country—HalMar in the Northeast, Myron Nickman in the Midwest and Bacar on the West Coast.

A majority of the 150 items in the 10 classifications tracked in each report appeared on more

(Continued on page 19)

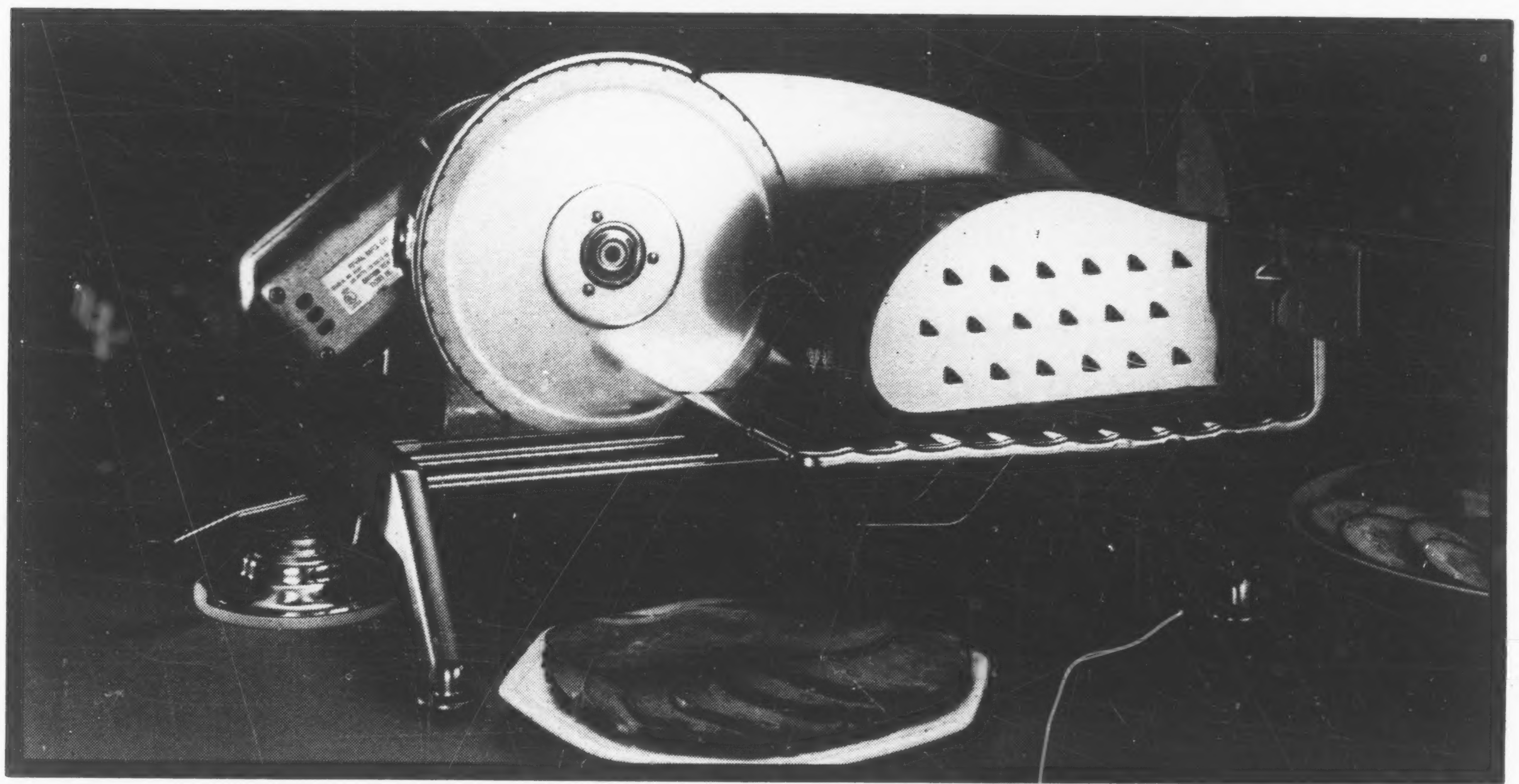
Fastest Movers In the Midwest

The chart below lists the top sellers as reported in the Myron Nickman Distributors 1979 annual housewares PMA and their ranking in the 1978 report, thereby showing merchandise changes during the period.

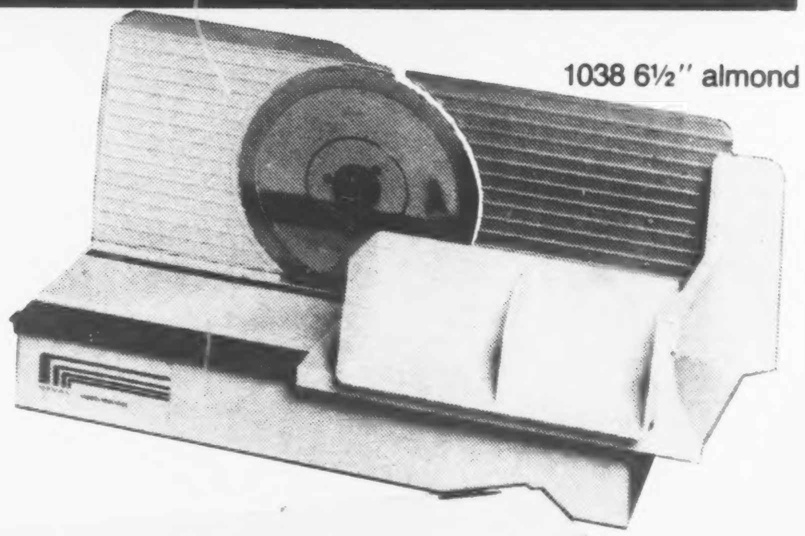
$ Rank 1979	$ Rank 1978	Category/Item
		TABLETOP
1	6	Expr 20-pc set, Wildflwr
2	2	Corelle 20-pc set, gold
3	1	Corelle 20-pc set, green
4	4	Corelle 20-pc st, Woodland
5	3	Expr 20-pc st, Ind Summer
		GLASSWARE
1	—	Anch Hock 20-pc st, Nwpt Gold
2	7	Libbey 6½-oz wn, Cttn
3	5	Libbey 6½-oz red wn, Cttn
4	—	Anch Hck 24-pc st, Nwpt Cyst
5	6	Libbey 10-oz gblt, Cttn
		COOKWARE
1	—	Wear-Ever 10" saute pan
2	—	Wear-Ever 8" saute pan
3	—	Wear-Ever 12" saute pan
4	—	Wear-Ever sq griddle
5	—	Wear-Ever 10" fry pan
		GADGETS
1	5	Rhodes timer, mini-minder
2	6	Swing-A-Way hnd cn op, ch
3	—	Frigidaire ice cube tray
4	13	Swing-A-Way hnd cn op, prt
5	—	Ekco am nyl turner, bk hndl
		PLASTICS
1	1	Lustro-Ware 24-gal trash can
2	—	Fesco 20-gal trash can, avoc
3	—	Fesco 32-gal trash can, avoc
4	6	Lustro-Ware 44-qt rect wst bskt
5	2	Lustro-Ware 12-gal cnt spng-tp

(Continued on page 19)

Slicer sales are up sharply. And Rival's got the edge.



1030 V 7½" chrome



1038 6½" almond

Rival is the number one brand in home food slicers, with more styles and sizes. And we have the consumer acceptance and recognition. With home slicing on the rise, and slicers moving faster than ever, it will pay you to stock Rival Slicers in depth.

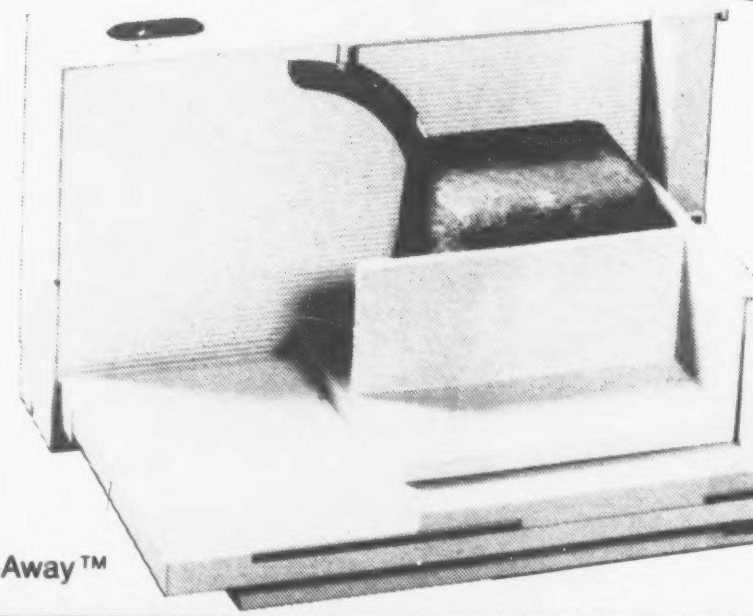
Home-sliced foods cost less. And food cooked and sliced at home is fresher and has that fancy catered look.

Our slicers do a professional-style job . . . on meat, cheese, cold-cuts, bread, fruit, vegetables. They adjust thickness from paper-thin to nearly 3/4" thick. The food trays carry the food smoothly into the blade, and they have safety features, too. The powerful motors do all the work, and the user has only to guide the food.

They have suction cups on the feet so the slicers do not slide around the counter when in use. And they come apart for easy cleaning.

We're featuring Rival Food Slicers in our biggest magazine schedule ever, with ads that tell your customers why our line is "unrivaled".

There's a great opportunity for you in slicers, and Rival gives you the edge in sales and profit. So stock in-depth from our high-demand exclusive chrome models to our new Fold-Away,™ the only totally self-storing fold-up.



New 1044 Fold-Away ™

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Discount Store News

PMA®

6th Annual
Product Movement Audit

Newness, Style Aid Housewares

(Continued from page 18)

than one PMA, with the hot sellers in such key areas as tabletop, cookware, bath shop, Rubbermaid, Corning Ware and Pyrex often showing up on all three audits.

The ubiquitous nature of many of the housewares denotes the degree to which manufacturer and retailer merchandising has made these products available, and accepted, by consumers in all parts of the country.

Figures Analyzed

Gadgets, plastics and cleaning-and-chemicals are the three classifications that feature basic consumables and which could show the greatest variation in items due to different regional lifestyles.

But even in these areas, there is a great commonality of products despite such regional differences as a Kellogg 14-in. patio broom, for example, showing up just on the Bacar audit for the West Coast where patios and outdoor living are more common than in other sections of the nation.

Up the Ladder

A closer look at the three reports and the traits that predominate showed the following:

In the tabletop report, Batik was the new design for Expressions dinnerware and Corning Glass' promotional support resulted in the design showing up

(Continued on page 20)

In the Midwest

(Continued from page 18)

CLEANING & CHEMICALS

1	—	Airwick 14-oz Carpet Fresh
2	—	Stick Goods 8" Roll-Matic mop
3	—	Boyle 16-oz Woolite liquid
4	—	Purex 147-oz detergent
5	11	Drackett 26-oz Drano

BATH SHOP

1	1	Ekco 18" towel bar, chrome
2	2	Ekco 12" towel bar, chrome
3	19	Selfix shampoo spray
4	6	Ekco toil tissue hldr, chrome
5	20	Selfix port shower spray

RUBBERMAID

1	1	Roughneck 32-gal container
2	2	20-gal Refuse cnt, avoc
3	4	Covered wastebasket, choc
4	5	Covered wastebasket, gld
5	—	Ice cube tray, blue

CORNING WARE

1	6	Grab-It bowls
2	—	Sidekick
3	1	Menu-ette set, Cornflower
4	—	Microwave brown grill
5	10	6-cup Teapot, Wildflower

PYREX WARE

1	4	3-qt Oblong bake dish
2	13	6-cup Percolator
3	—	4-pc Mixing bowl set, gld
4	—	2-qt Serving pitcher
5	2	3-qt Oblng bk dh w/bsk

HOUSEWARES

(Continued from page 18)

PLASTICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Lustro-Ware 24-gal trash can	5,184	10.77	55,831.68
2	—	Fesco 20-gal trash can, avocado	10,158	5.46	55,462.68
3	—	Fesco 32-gal trash can, avocado	3,570	9.13	32,594.10
4	6	Lustro-Ware 44-qt rect wastebasket	6,900	3.70	25,530.00
5	2	Lustro-Ware 12-gal cntnr, sprng-tp	3,912	6.26	24,489.12
6	5	Lustro-Ware 11-qt heavy duty pail	14,520	1.51	21,925.20
7	3	Lustro-Ware 44-gal wastebskt, flip-top	3,936	5.03	19,798.08
8	—	Lustro-Ware 4-pc bw st w/cvr, ylw	6,912	2.56	17,694.72
9	—	Fesco 1½-bush octangle bskt, ylw	6,798	2.56	17,402.88
10	—	Fesco 1½-bush octangle bskt, grn	5,784	2.55	14,749.20
11	—	Lustro 1-bush round laundry basket	5,760	2.53	14,572.80
12	—	Alabaster dust pan	30,288	0.46	13,932.48
13	12	Lustro-Ware 1-gal decanter	8,016	1.71	13,707.36
14	—	Lustro 11-qt pail	12,252	1.11	13,599.72
15	—	Eagle 110-oz oblong food saver	11,615	1.15	13,357.25

CLEANING & CHEMICALS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Airwick 14-oz Carpet Fresh	67,043	1.79	120,006.97
2	—	Stick Goods 8" Roll-O-Matic mop	9,449	7.14	67,465.86
3	—	Boyle 16-oz Woolite liquid	49,332	1.26	62,158.32
4	—	Purex 147-oz heavy duty detergent	13,455	4.16	55,972.80
5	11	Drackett Drano 26-oz	32,340	1.72	55,624.80
6	—	Johnson 46-oz Future	16,440	3.37	55,402.80
7	—	3M 16-oz Scotch Guard	17,250	3.19	55,027.50
8	7	D-Con Four Gone, single pack	22,428	2.32	52,032.96
9	—	Drackett 32-oz Windex refill	49,980	0.92	45,981.60
10	14	Glamorene 24-oz Spray 'n Vac	23,974	1.90	45,550.60
11	—	Boyle 12-oz Woolite rug cleaner	24,886	1.79	44,545.94
12	—	Purex Brillo pads, 10-count	85,488	0.52	44,453.76
13	1	Johnson Lemon Pledge 14-oz	24,408	1.78	43,446.24
14	4	Texize Fantastic refill 64-oz	21,889	1.91	41,807.99

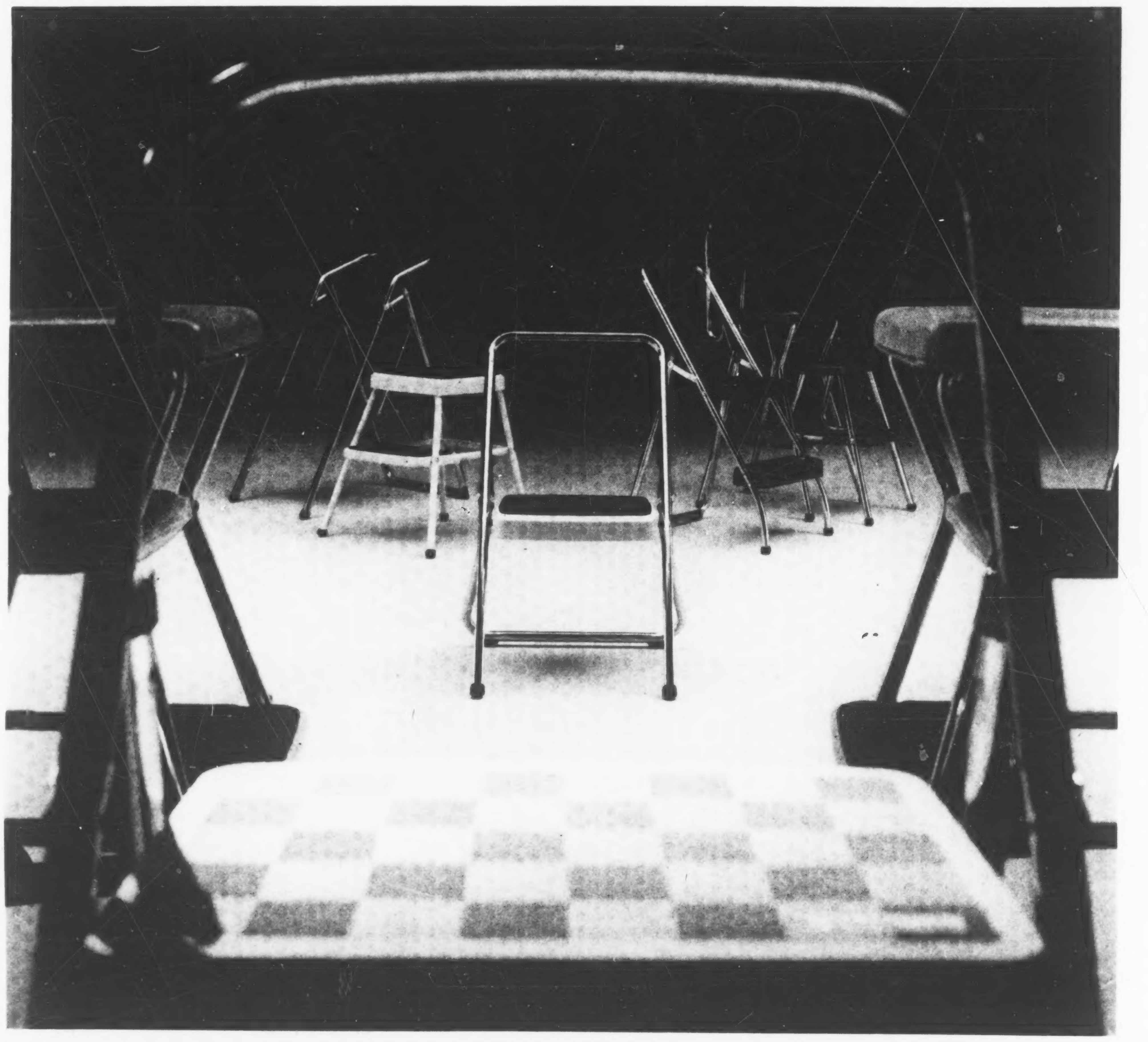
BATH SHOP

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ekco 18" towel bar, chrome	9,853	1.37	13,498.61
2	2	Ekco 12" towel bar, chrome	10,122	1.26	12,753.72
3	19	Selfix shampoo spray	8,280	1.47	12,171.60
4	6	Ekco toilet tissue holder, chrome	7,782	1.36	10,583.52
5	20	Selfix portable shower spray	1,672	6.31	10,550.32
6	5	Ekco 24" twin towel bar, chrome	4,451	2.18	9,703.18
7	3	Ekco 24" towel bar, chrome	5,844	1.65	9,642.60
8	7	Selfix toilet tissue holder, plastic	9,455	0.94	8,887.70
9	14	Selfix 24" towel bar, plastic	6,166	1.29	7,954.14
10	9	Ekco 18" twin towel bar, chrome	4,062	1.95	7,920.90
11	15	Selfix twin hook, 2-pack	10,020	0.77	7,715.40
12	—	Ekco toilet tissue holder, chrome	6,205	1.20	7,446.00
13	12	Selfix 18" towel bar, plastic	6,406	1.15	7,366.90
14	—	Ekco 3-arm rack	5,664	1.29	7,306.56
15	—	Selfix 18" towel bar, Magic Circle	2,064	3.16	6,522.24

RUBBERMAID

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	32-gal Refuse container, Roughneck	5,884	15.46	90,966.64
2	2	20-gal Refuse container, avocado	6,161	8.05	49,596.05
3	4	Covered wastebasket, chocolate	4,482	4.86	21,782.52
4	5	Covered wastebasket, gold	4,008	4.82	19,318.56
5	—	Ice cube tray, blue	35,376	0.53	18,749.28
6	—	Deluxe dish drainer, orange	4,284	3.77	16,150.68
7	—	Deluxe dish drainer, chocolate	4,224	3.77	15,924.48
8	9	12" x 10" Shelf liner, white	16,452	0.95	15,629.40
9	—	Paper towel holder	9,429	1.64	15,463.56
10	—	Single turntable, sand	12,395	1.20	14,874.00
11	—	Twin turntable, sand	5,652	2.63	14,864.76
12	10	15¾" Drainer tray, gold	5,286	2.63	13,902.18
13	6	22"-high Covered wstbskt, avcd	2,940	4.70	13,818.00
14	—	10¾"-high Rect lndry bskt, choc	4,062	3.37	13,688.94
15	13	22"-wide Shelf liner, white	14,088	0.95	13,383.60
16	—	Deluxe dish drainer, avocado	3,510	3.77	13,232.70
17	—	11-qt Neat 'N Tidy bucket, chocolate	6,084	2.14	13,019.76
18	—	Deluxe dish drainer, almond	3,396	3.77	12,802.92
19	—	Bath mat, white	7,992	1.60	12,787.20
20	—	10¾" Sink mat, gold	8,322	1.50	12,483.00

(Continued on page 20)



Cosco's gone One Step™ further.

With the folding One Step™ It's the latest addition to our full line of step stools. So it gives you more to offer. And sell.

There's a Cosco step stool for every job. And every budget. With chrome or enameled steel frames. Upholstered seats. And molded steps or molded-on treads that are as tough as any job.

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ONE STEP
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Our new One Step™ has a color package that sells all by itself.

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Discount Store News

PMA

6th Annual Product Movement Audit

Newness, Style Aid Housewares

(Continued from page 19)

as No. 9 for HalMar, No. 10 for Myron Nickman and No. 16 for Bacar.

The Pyrex Captain's Lamp Un-Candle also debuted on the PMA, showing up on two charts, No. 11 (HalMar) and No. 18 (Myron Nickman). Floating candles as fashion accessories have more appeal in the Midwest and Northeast than on the West Coast, where outdoor and informal entertaining don't lend themselves to extensive use of this merchandise.

Different Emphasis

The region's lifestyle has resulted in low-cost traditional ironstone dinnerware continuing to be popular. Bacar lists six 20-pc. Royal China sets, including five designs that debuted on the audit.

Fashion is a major selling factor for glassware, with the better-selling styles trending toward simple designs in either one or two hues or cut of the glass.

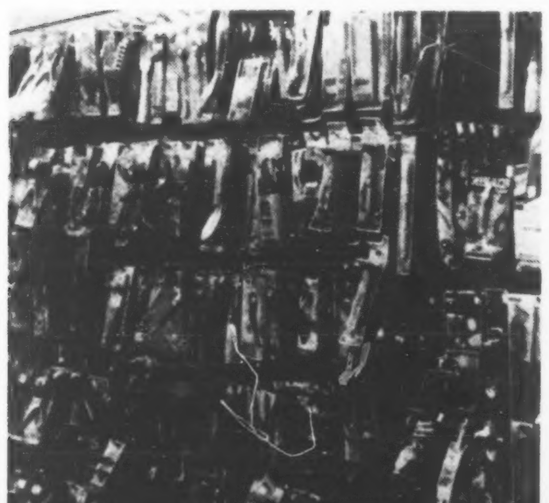
Gold Aster was the new design for beverageware that made the HalMar and Myron Nickman reports while Chivalry was the cut glass style for wineglasses that showed up on the HalMar and Bacar audits.

Merchandising Move

Nonstick finishes have become the dominant factor in cookware merchandising. And traded-up finishes—SilverStone or T-Fal in cookware and Baker's Secret in bakeware—accounted for most of the action in this classification on the three PMAs.

The key cookware line on all three reports was Wear-Ever's Premium offering with Sil-

(Continued on page 21)



WALL ABOARD. Korvettes, West Orange, N.J., used slatboard wall to mass-display carded gadgets for maximum impact. Bulk goods are shown on a shelf below. (DSN photo)

HOUSEWARES

(Continued from page 19)

CORNING WARE

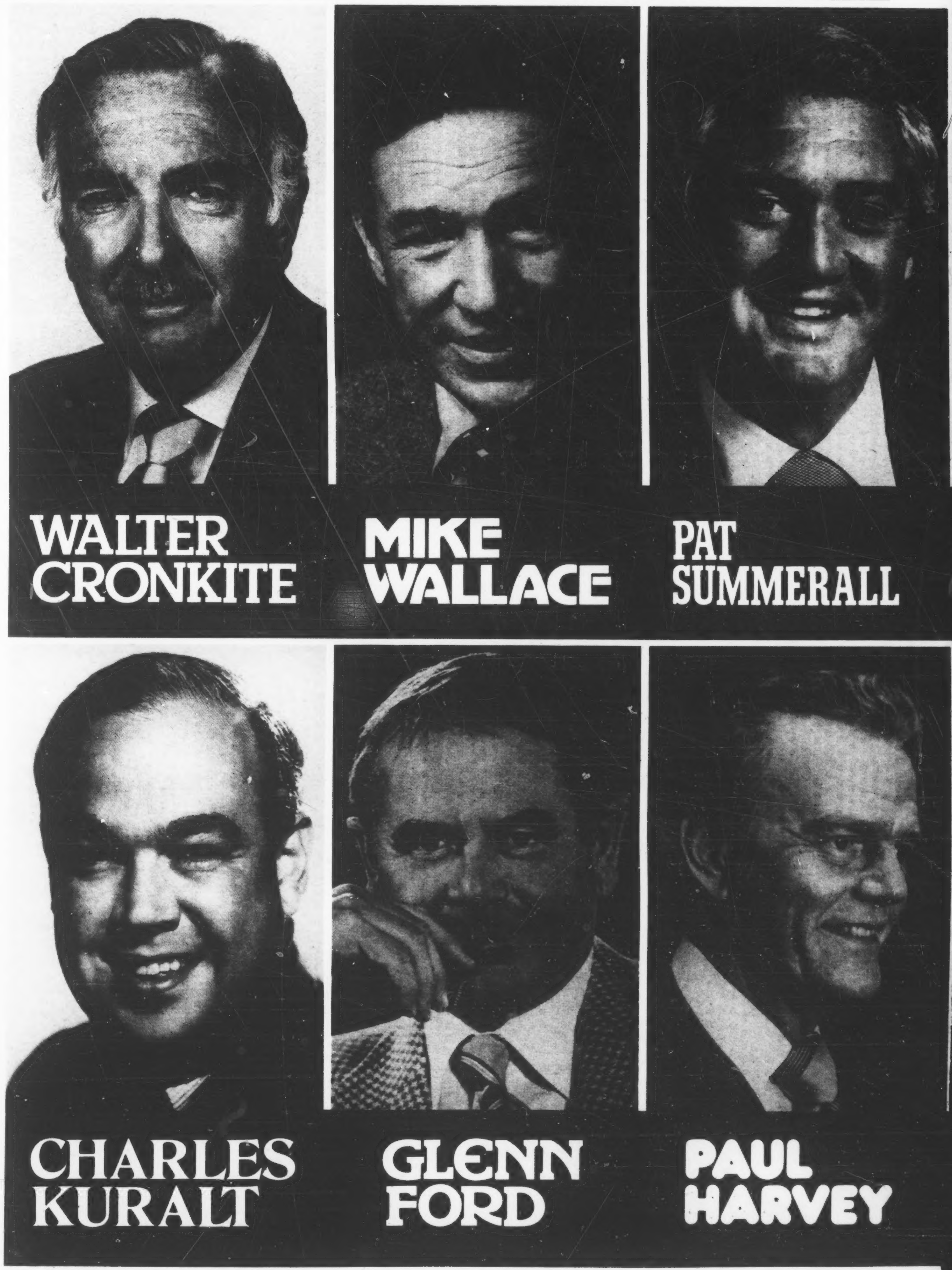
$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	6	Grab-It bowls	7,468	6.66	49,736.88
2	—	Sidekick	10,005	4.49	44,922.45
3	1	Menu-ette set, Cornflower	3,064	12.52	38,361.28
4	—	Microwave browning grill	1,714	15.54	26,635.56
5	10	6-cup Teapot, Wildflower	2,471	9.94	24,561.74
6	—	4" Grab-It set	1,987	12.35	24,539.45
7	—	Casser-ette	4,943	4.87	24,072.41
8	—	Counter-Saver, small, white	2,596	9.07	23,545.72
9	5	6-cup Teapot, Cornflower	2,469	8.96	22,122.24
10	4	6-cup Teapot, Spice	2,134	9.87	21,062.58
11	3	Menu-ette set, Wildflower	1,241	16.38	20,327.58
12	2	Menu-ette set, Spice	1,219	16.34	19,918.46
13	7	Kitchen Starter set, Spice	651	26.98	17,563.98
14	16	Microwave set	629	27.10	17,045.90
15	18	Kitchen Starter set, Wildflower	617	27.20	16,782.40
16	11	Open roaster, medium, Cornflower	1,188	11.45	13,602.60
17	—	3-qt Saucepan, Spice	904	12.54	11,336.16
18	—	Cook's Choice set, Spice	294	38.51	11,321.94
19	—	Open roaster, large, Cornflower	753	14.70	11,069.10
20	—	2½-qt Casserole, Spice	850	12.18	10,353.00

PYREX

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	3-qt Oblong bake dish	5,864	3.16	18,530.24
2	13	6-cup Percolator	1,920	8.62	16,550.40
3	—	4-pc Mixing bowl set, gold	1,720	9.27	15,944.40
4	—	2-qt Serving pitcher	2,819	5.19	14,630.61
5	2	3-qt Oblong bake dish w/basket	1,257	9.31	11,702.67
6	3	2-qt Casserole w/basket	1,144	9.25	10,582.00
7	17	6-cup Teapot	1,247	8.16	10,175.52
8	18	1-cup Liquid measure	8,266	1.20	9,919.20
9	—	1-pt Liquid measure	5,772	1.55	8,946.60
10	11	4-pc Bowl set w/handle, Woodland	909	9.37	8,517.33
11	—	1½-qt Covered casserole w/basket	1,627	5.22	8,492.94
12	10	3-pc Bake, Serve, Store st, Wdlnd	996	8.51	8,475.96
13	19	3-pc Mix bowl set, Woodland	1,261	6.54	8,246.94
14	—	4-qt Mixing bowl	4,144	1.99	8,246.56
15	9	2-qt Oblong bake dish	2,939	2.79	8,199.81
16	1	Starter set	834	9.39	7,831.26
17	—	3-qt Covered casserole	1,667	4.68	7,801.56
18	—	3-pc Casserole set, gold	730	10.49	7,657.70
19	—	2-qt Oblong bake dish w/basket	1,260	5.92	7,459.20
20	—	4-pc Mug set, gold	1,244	5.99	7,451.56

Source: Myron Nickman Distributors

EASY PICKINGS. Angled shelf in Target, Houston, enables customers to see the pattern and all the pieces in dinnerware sets. Boxed stock is below for easy self-service. (DSN photo)



HOUSEWARES

Figures for these housewares PMA tables cover the calendar year 1979. They were supplied by Bacar Inc., of San Jose, Calif. Bacar covers 1,300 stores, including 200 discount department stores. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLE TOP					
1	1	Expressions 20-pc set, Ind Smmr	9,893	62.95	622,764.35
2	6	Expressions 20-pc set, Meadow	8,185	62.95	515,245.75
3	4	Expressions 20-pc set, Wildflower	7,680	62.95	483,456.00
4	2	Corelle 20-pc set, gold	9,973	35.95	358,529.35
5	8	Corelle 20-pc set, white	8,993	34.15	307,110.95
6	3	Corelle 20-pc set, green	8,223	35.95	295,616.85
7	5	Corelle 20-pc set, Woodland	7,929	35.95	285,047.55
8	7	Corelle 20-pc set, blue	4,215	35.95	151,529.25
9	9	Expressions 20-pc set, Blue Heather	1,507	62.95	94,865.65
10	—	Expressions 20-pc set, Batik	1,404	62.95	88,381.80
11	—	Royal China 20-pc set, Sussex	1,612	27.90	44,974.80
12	11	Royal China 20-pc set, Sante Fe	1,513	27.90	41,456.20
13	16	Corelle large plate, gold	4,277	8.82	37,282.14
14	15	Corelle large plate, green	4,112	8.82	36,267.84
15	—	Royal China 20-pc set, Wdlnd Magic	1,254	27.90	34,986.60
16	—	Royal China 20-pc set, Frolic	1,189	27.90	33,173.10
17	—	Corelle medium bowl, white	3,170	7.92	29,383.20
18	—	Corelle large plate, white	3,267	8.82	28,814.94
19	—	Royal China 20-pc set, Fantasy	1,008	27.90	28,123.20
20	—	Royal China 20-pc set, Desert Rose	993	27.90	27,704.70
GLASSWARE					
1	1	Libbey 6½-oz tall wine, Citation	18,853	5.58	105,199.74
2	5	Libbey 6½-oz red wine, Citation	13,101	5.58	73,103.58
3	—	Libbey, 24-pc Chivalry	2,717	19.80	53,796.60
4	13	Libbey, 11-oz white wine, Citation	10,443	5.04	52,632.72
5	6	Libbey 12-oz red wine, Citation	9,535	5.04	48,056.40
6	—	Anchor Hocking 2-qt batter bowl	11,641	4.05	47,146.05
7	9	Libbey, 6½-oz sherbert, Citation	8,203	5.58	45,772.74
8	4	Libbey, 10-oz goblet, Citation	7,691	5.58	42,915.78
9	—	Anchor Hocking, 7-pc condiment st	2,878	13.50	38,853.00
10	15	Libbey 1-oz cordial, Citation	6,738	5.58	37,598.04
11	16	Anchor Hocking, 4-lb candy jar w/lid	12,268	2.79	34,227.72
12	10	Libbey, 20-oz wine, Vino Grande	12,536	2.25	28,206.00
13	—	Anchor Hocking 2-lb candy jar w/lid	13,351	2.07	27,636.57
14	—	Anchor Hocking 1-gal stor jar w/lid	3,858	6.93	26,735.94
15	—	Jeannette 3-qt casserole w/basket	2,739	9.67	26,486.13
16	—	Anchor Hocking 4-pc ice bkt st, Wxfd	1,971	13.41	26,431.11
17	—	Libbey 60-oz Innkeepers	5,958	4.23	25,202.34
18	—	Libbey 12-oz bev, Cluster Cut	5,694	4.41	25,110.54
19	—	Jeannette 1-qt oval casserole	2,887	8.55	24,683.85
20	—	Libbey 5-gal Crystal Pig	1,053	22.50	23,692.50
COOKWARE					
1	—	T-Fal 7" skillet, rouge	24,541	7.18	176,204.38
2	9	Revere 2⅓-qt whst tktl, cop btm	9,717	15.30	148,670.10
3	11	Columbian, 7-qt canner jar, blue	7,503	16.15	121,173.45
4	10	Melitta 10-cup drip coffeemaker	15,518	7.19	111,574,42
5	3	T-Fal 10" skillet	7,386	14.38	106,210.68
6	13	Anchor Hocking microwave bcn rck	15,710	6.02	94,574.20
7	2	T-Fal 10" skillet, rouge	6,435	13.48	86,743.80
8	20	Columbian roaster, Bird	6,672	11.65	77,728.80
9	7	T-Fal 8" skillet	6,461	11.68	75,464.48
10	15	Revere 12" skillet, cop btm	2,172	33.30	72,327.60
11	—	Wear-Ever Prfrrd 10" fr pn, SlvrStn	7,289	9.44	68,808.16
12	—	Regal, 10" skillet, SilverStone	6,620	9.88	65,405.60
13	4	T-Fal 12" fry pan	3,823	16.18	61,856.14
14	6	T-Fal 12" skillet, rouge	3,972	15.28	60,692.16
15	—	Wear-Ever Prmum 10" fy pn, SlvrStn	5,386	10.79	58,114.94
GADGETS					
1	2	Melitta, #6 filter paper, 100-ct	17,663	3.59	63,410.17
2	3	Vita Saver Steamer	16,927	2.87	48,580.49
3	5	Range Kleen 8" GE range pan	22,080	1.80	39,744.00
4	—	Swing-A-Way, hnd cn opnr, chocolate	10,639	3.58	38,087.62
5	8	Range-Kleen 6" reflect pan, GE	26,440	1.35	35,694.00
6	11	OK 12" x 13" over-sink board	4,064	8.55	34,747.20

(Continued on page 23)

Discount Store News

PMA®

6th Annual
Product Movement Audit

Newness, Style Aid Housewares

(Continued from page 20)

verStone. Various fry pan sizes captured the top five places on the Myron Nickman report; were Nos. 1, 3, 5 and 9 on the HalMar audit and No. 15 on Bacar's (which had the Wear-Ever Preferred 10-in. fry pan with SilverStone as No. 11).

T-Fal, meanwhile, garnered six places on the Bacar report and three on HalMar's, with Ekco's Baker Secret finish showing up on five items at HalMar and four at Myron Nickman.

Cookware without a nonstick finish was limited to such items as Columbian roasters (with an enamel finish), No. 8 on Bacar and No. 9 on Myron Nickman; and to tea and coffeemakers such as two Mirro percolators at HalMar, and a Melitta drip coffeemaker and a Revere tea kettle at Bacar.

Successful Trade-up

Trade-up wasn't limited to just cookware; it also played a role in plastics, among other classifications.

In plastics, large-size containers scored high on all three audits. A Tucker 30-gal. can captured the top spot on the Bacar report while a Loma 32-gal. trash can debuted as No. 7 for Bacar and No. 5 for HalMar. Fesco 20-gal. and 32-gal. cans showed up for the first time on Myron Nickman as Nos. 2 and 3.

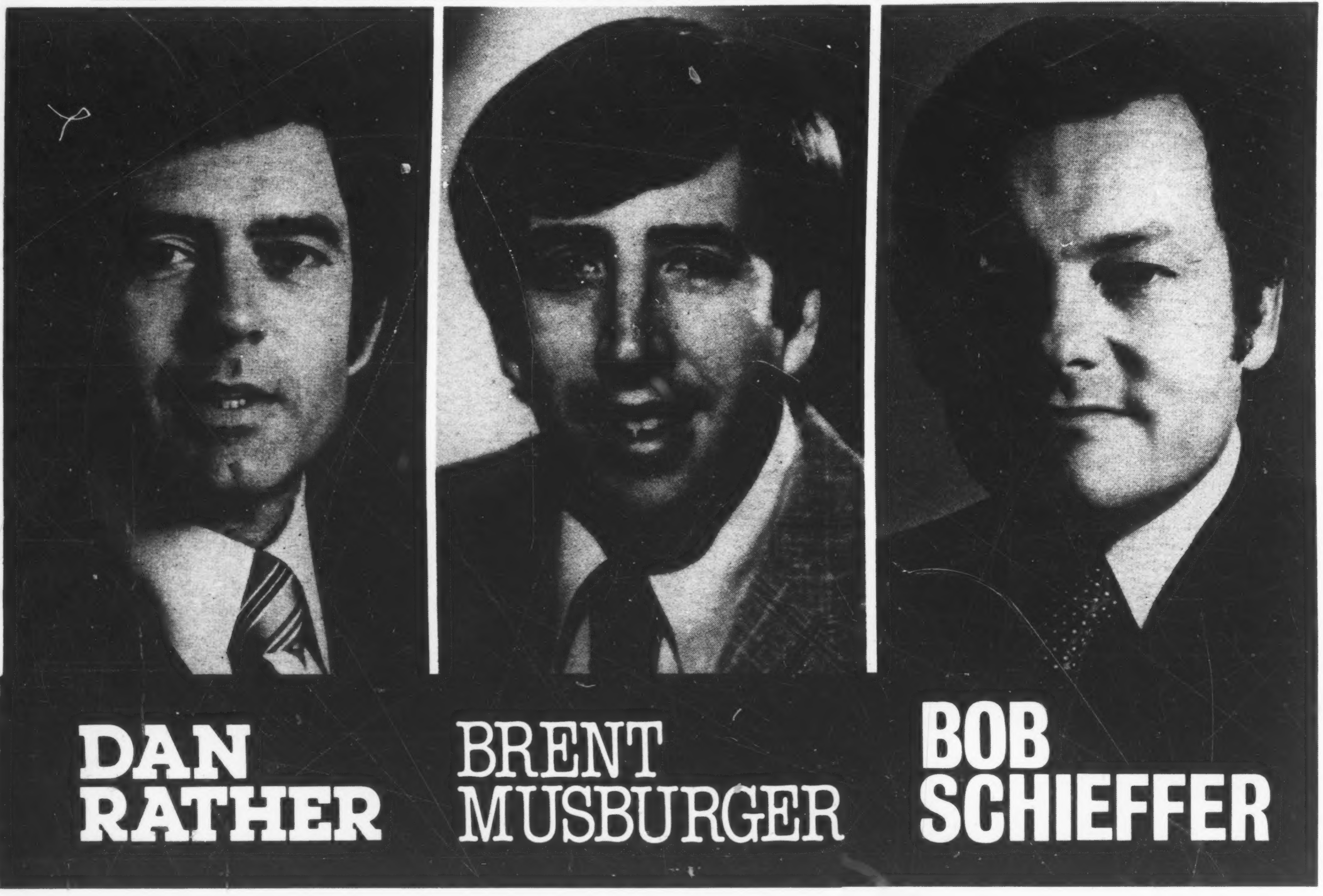
(Continued on page 23)

Riding High On Coast

The chart below lists the top sellers as reported in the Bacar Inc. Distributors 1979 annual housewares report, and their ranking in the 1978 PMA, thereby showing merchandise changes during the period.

$ Rank 1979	$ Rank 1978	Category/Item
TABLETOP		
1	1	Expr 20-pc st, Indn Summer
2	6	Expr 20-pc set, Meadow
3	4	Expr 20-pc st, Wildflower
4	2	Corelle 20-pc set, gold
5	8	Corelle 20-pc set, white
GLASSWARE		
1	1	Libbey 6½-oz tl wn, Cttn
2	5	Libbey 6½-oz tl wn, Cttn
3	—	Libbey 6½-oz rd wn, Cttn
4	13	Libbey 11-oz wh wn, Cttn
5	6	Libbey 12-oz rd wn, Cttn
COOKWARE		
1	—	T-Fal 7" skllt, rouge
2	9	Revere 2⅓-qt tkkt, cop
3	11	Columbian 7-jar canner
4	10	Melitta 10-cp drip cffmkr
5	3	T-Fal 10" skillet
GADGETS		
1	2	Melitta #6 flt ppr, 100-ct
2	3	Vita Saver steamer
3	5	Range Kleen 8" GE rng pn
4	—	Swing-a-Wy hnd cn op, choc
5	8	Range Kleen 6" GE rng pn

(Continued on page 23)



Look who's teaming up with Wells Lamont Gloves!

Commercials delivered by movie star Glenn Ford, on Network Radio shows featuring everyone from Walter Cronkite and Dan Rather to Charles Kuralt and Mike Wallace—-that's just part of the unprecedented advertising support we'll be delivering in 1980.

Starts March 31

Our Spring barrage starts March 31 on the NBC, ABC and CBS Networks. It's followed in the Fall by a second, even heavier wave—a total of 268,000 commercials, reaching glove buyers an average of 9.2 times each...making 620 million total impressions.

Fifty-two Week Support

In addition to our two seasonal flights, we've signed on newsman Paul Harvey to talk to your customers on his show every week for a year—a show heard by 186 million people on 834 stations.

Your Profit Opportunity

Wells Lamont gloves are proven sellers. They've got the quality, style and variety your customers want. And they're backed by the biggest advertising program in the industry. Now, more than ever before, Wells Lamont are going to be the gloves America asks for, so take advantage of an opportunity for real profits, and stock up now.

Stubborn About Quality

Our new signature describes what we've been all about for over 70 years—*stubborn about quality*. That's what America wants, and that's what you can sell when you display the sign of the White Mule. Folks are going to be looking for it—*in your store*. Give us a call, and we'll get things started.

WELLS LAMONT
STUBBORN ABOUT QUALITY

6640 West Touhy Avenue, Chicago, IL 60648

Sales Department toll free number: 800-323-2830
Illinois number: 312-647-8200

Discount Store News

PMA

6th Annual
Product Movement Audit

Newness, Style Aid Housewares

(Continued from page 21)

The cleaning-and-chemicals area featured a number of items that debuted on the reports. The Myron Nickman audit, for example, included Airwick's Carpet Fresh as No. 1 while Boyle's Woolite rug cleaner was No. 11. Bacar's new items included a Mop-O-Matic sponge mop as No. 1 and O-Cel-O hand sponge as No. 12. (Cleaning-and-chemicals is a new classification for HalMar and wasn't included in previous annual audits.)

The Reason Why

The basics that predominated in the gadgets and bath shop classifications left little opportunity for new items to make the reports. The items that debuted on one PMA often were already on another audit, so that the Range Kleen and E-Z Foil burner bibs that captured three places for Myron Nickman were staples on the HalMar and Bacar reports. The few new items included an Irvin wing corkscrew and a Swing-a-Way hand can opener with a chocolate handle on the Bacar PMA. The former tied in with the interest in wine on the West Coast that also resulted in five wineglasses making that distributor's report; the latter denoted the strong showing of chocolate as a fashion color.

New products and fashion were the twin marketing efforts used by Corning Glass

(Continued on page 30)

HOUSEWARES

(Continued from page 21)

GADGETS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
7	—	Household Mfg 7-pc tl st, wd hndl	2,730	12.55	34,261.50
8	10	Swing-A-Way hnd cn opner, avocado	9,394	3.58	33,630.52
9	—	Tricolator 3½" Norelco filter paper	22,488	1.43	32,157.84
10	7	E-Z Foil electric burner bib	17,520	1.70	29,784.00
11	13	Aluminum Housewares fry crisp filter	10,429	2.68	27,949.72
12	9	Ekco Flint beater	3,454	7.91	27,321.14
13	14	Bromwell large grater, stainless	8,928	2.87	25,623.36
14	—	Irvin wing corkscrew	7,084	3.60	25,502.40
15	—	Lux timer, Avocado	4,053	6.28	25,452.84
16	—	Grayline jumbo shelf	7,066	3.58	25,296.28
17	—	Foley nylon baster	23,192	1.07	24,815.44
18	17	Range Kleen 8" reflector pan	13,170	1.80	23,706.00

PLASTICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Tucker, 30-gal garbage can	3,983	11.68	46,521.44
2	7	Frigidaire ice cube tray	20.670	1.79	36,999.30
3	5	Republic 1-qt uprite Freezette set	13,483	2.51	33,842.33
4	1	Flambeau ice pop maker	17,098	1.78	30,434.44
5	6	Republic 1-pt uprite Freezette set	11,010	2.51	27,635.10
6	9	Republic 1½-pt uprite Freezette set	10,524	2.51	26,415.24
7	—	Loma 32-gal trash can, Avocado	1,810	12.59	22,787.90
8	10	Arrow, 16-oz Rainbow Tumbler	35,900	0.53	19,027.00
9	—	Plastic Mfg 5-qt mix bowl	6,448	2.87	18,505.76
10	—	Republic 3-qt flat Freezette	9,432	1.88	17,732.16
11	—	Republic 2-qt Freezette refrig bottle	12,958	1.34	17,363.72
12	11	Republic 9½-qt flat Freezette	3,216	5.38	17,302.08
13	20	Republic 12-oz uprite freezette	6,672	2.51	16,746.72
14	—	Republic uprite ½ gal Freezette	10,324	1.52	15,692.48
15	15	Republic 2½-pt flat Freezette	11,645	1.34	15,604.30

CLEANING & CHEMICALS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Mop-A-Matic sponge mop	4,016	11.65	46,786.40
2	19	Magla latex gloves, medium	23,026	1.25	28,782.50
3	—	National corn broom, economy	8,331	3.32	27,658.92
4	2	Hoover vacuum bags, upright	26,191	0.90	23,571.90
5	—	Magla latex gloves, large	17,463	1.25	21,828.75
6	6	Quickie automatic sponge mop	3,244	6.29	20,404.76
7	3	Ballonoff copper dustpan	12,848	1.52	19,528.96
8	—	Magla latex gloves, small	15,061	1.25	18,826.25
9	5	Pacific moth balls, 1-lb box	8,766	1.79	15,691.14
10	—	Protecto moth balls, 10-oz	12,071	1.25	15,088.75
11	—	Kellogg 14" patio broom, Palmyra	4,227	3.50	14,794.50
12	—	O-Cel-O hand sponge	17,624	0.80	14,099.20
13	13	Hoover Dialamatic vacuum bags	15,354	0.90	13,818.60
14	—	Eureka upright vacuum bags	14,786	0.90	13,307.40
15	12	Associated vacuum bags, upright	14,245	0.90	12,820.50
16	—	Curity cheese cloth, 2-yd	12,925	0.98	12,666.50
17	—	National corn broom, brown	2,106	5.57	11,730.42
18	—	Gem deluxe sponge mop w/scrub	2,058	5.66	11,648.28

BATH SHOP

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Grayline large shower caddy	17,371	4.48	77,822.08
2	2	Grayline shower caddy	16,927	2.87	48,580.49
3	3	Selfix shampoo spray	8,251	1.88	15,511.88
4	—	Selfix twin hooks	11,965	1.07	12,802.55
5	6	US household appliques, frogs	5,556	1.97	10,945.32
6	—	Kellogg bowl brush, plastic	10,653	0.89	9,481.17
7	11	Selfix port wall/hand shower	999	8.54	8,531.46
8	7	Ekco 18" towel bar, chrome	4,686	1.78	8,341.08
9	8	US Household appliques, mushrms	4,130	1.97	8,136.10
10	9	US Household appliques, snails	3,948	1.97	7,777.56
11	12	Ekco 24" towel bar, chrome	3,386	2.16	7,313.76
12	10	Ekco 12" towel bar, chrome	4,236	1.70	7,201.20
13	17	Ekco towel ring, plastic	2,848	1.97	5,610.56
14	16	Selfix gripper soap holder	5,167	1.07	5,528.69
15	—	Kellogg bowl brush, Tampico	5,454	0.98	5,344.92

(Continued on page 24)

On the Coast

(Continued from page 21)

PLASTICS

1	—	Tucker 30-gal garbag cn
2	7	Frigidaire ice cube tray
3	5	Republic 1-qt uprt Freezette
4	1	Flambeau ice pop maker
5	6	Republic 1-pt uprt Freezette

CLEANING & CHEMICALS

1	—	Mop-A-Matic sponge mop
2	19	Magla latex gloves, med
3	—	National corn broom, econ
4	2	Hoover vacuum bgs, uprt
5	—	Magla latex gloves, lrg

BATH SHOP

1	1	Grayline larg showr caddy
2	2	Grayline shower caddy
3	3	Selfix shampoo spray
4	—	Selfix twin hooks
5	6	US House applique frogs

RUBBERMAID

1	5	32-gal Trash can, choc
2	4	32-gal Trash can, avoc
3	3	Small laundry bskt, gld
4	1	12" Storage drawer
5	2	16" Storage drawer

CORNING WARE

1	1	Kitchen Start st, Spice
2	9	Grab-It set
3	—	Sidekick
4	—	Cook's Choice st, Spice
5	10	Kitchen Start st, Wldflower

PYREX

1	1	3-qt Oblong bake dish
2	5	2-qt Oblong bake dish
3	2	3-qt Utilty dsh w/bskt
4	6	1-pt Liquid measure
5	3	3-qt Utilty dsh, Fireside

SCOTCH® CASSETTES.

SOMETHING FOR EVERY RECORDING ARTIST THAT COMES INTO YOUR STORE.

TAPES

Scotch® Recording Tape: one of the best-selling brands of blank recording tape in the country today. It's hardly surprising. Customers like the true, pure sound they get from Scotch, whether they're recording voices on a portable or getting together some traveling music for a car stereo.

Here are four profit-oriented points.

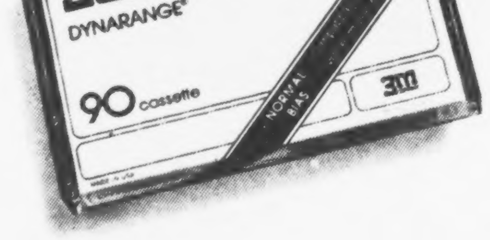
Great selection. There's a Scotch Recording Tape to meet every customer's needs and musical tastes. Scotch Dynarange® is a great example. You can't sell a comparably priced tape that gives a user better sound. Then there's Scotch Highlander®. It gives users maximum sound quality at minimum cost. It's just great for portable tape recorders.

Different tape types. You can be sure of matching your customer's recording equipment, too. Scotch comes in cassettes, 8-track cartridges, and open reel. All tape comes in a variety of lengths.

National advertising. Scotch Recording Tape is backed up by powerful advertising again this year, including print and radio. The Scotch line will be in front of potential "recording artists" all year round.

Outstanding reputation. The most important point of all. Your customers know the Scotch name. They look for it when they're shopping for blank recording tape. They remember it when they buy on impulse.

All in all, the Scotch Line offers true, pure sound for your customers, and true, pure profit for you. Contact your Scotch Recording Tape Representative for more information.



SCOTCH® RECORDING TAPE. THE TRUTH COMES OUT.

3M

HOUSEWARES

(Continued from page 23)

RUBBERMAID

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5	32-gal Trash can, chocolate	3,673	21.55	79,153.15
2	4	32-gal Trash can, avocado	3,461	21.55	74,584.55
3	3	Small laundry basket, gold	72,018	0.71	51,132.78
4	1	12" Storage drawer	6,830	7.15	48,834.50
5	2	16" Storage drawer	5,944	8.05	47,849.20
6	9	Clean-up caddy	10,094	4.31	43,505.14
7	11	Twin turntable, sand	11,441	3.68	42,102.88
8	12	Single turntable, sand	22,314	1.78	39,718.92
9	15	Ironing organizer	7,917	4.31	34,122.27
10	8	Storage turntable, sand	5,842	5 84	34,117.28
11	11	Twin turntable, gold	9,062	3.68	33,348.16
12	18	Wrap and bag organizer	7,461	4.31	32,156.91
13	7	10¾"-high rect laundry basket, choc	7,488	4.22	31,599.36
14	10	Single turntable, gold	17,559	1.78	31,225.02
15	—	Shelf liner, cane, chocolate	25,012	1.25	31,265.00
16	17	15¾" Turntable, sand	7,663	4.04	30,958.52
17	13	Delux wire dish drain, gold	6,224	4.94	30,746.56
18	16	15¾" Drainer tray, gold	8,490	3.58	30,394.20
19	—	30-gal Roughneck can, choc	1,409	21.55	30,363.95
20	—	15" high Wastebasket, choclate	8,820	3.41	30,076.20

CORNING WARE

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Kitchen Starter set, Spice	3,339	34.19	114,160.41
2	9	Grab-It set	13,845	8.09	112,006.05
3	—	Sidekick	20,733	5.39	111,750.87
4	—	Cook' Choice set, Spice	1,897	53.99	102,419.03
5	10	Kitchen Starter set, Wildflower	2,977	34.19	101,783.63
6	8	Microwave browning grill	5,100	19.35	98,685.00
7	2	Menu-ette set, Spice	3,622	20.69	74,939.18
8	—	Microwave set	2,017	34.19	68,961.23
9	13	Menu-ette set, Wildflower	3,198	20.69	66,166.62
10	5	Menu-ette set, Cornflower	3,870	16.19	62,655.30
11	7	6-cup Teapot, Spice	4,705	13.05	61,400.25
12	15	3-qt Saucepan, Spice	3,568	18.85	56,196.00
13	12	6-cup Teapot, Wildflower	4,213	13.05	54,979.65
14	18	2-qt Saucepan, Spice	4,058	13.05	52,956.90
15	16	2½-qt Casserole, Spice	3,468	15.25	52,887.00
16	—	Grab "4" It set	3,412	15.29	52,169.48
17	—	Cook's Choice set, Wildflower	1,048	48.59	50,922.32
18	11	Kitchen Starter set, Cornflower	1,704	29.69	50,591.76
19	—	Casser-etta	8,051	5.85	47,098.35
20	19	Counter-Saver, large, Spice	2,345	17.09	40,076.05

PYREX

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	3-qt Oblong bake dish	36,019	4.04	145,516.76
2	5	2-qt Oblong bake dish	24,203	3.59	86,888.77
3	2	3-qt Utility dish w/basket	7,039	11.65	82,004.35
4	6	8-oz Liquid measure	44,258	1.61	71,255.38
5	3	3-qt Utility dish, Fireside	10,689	4.49	47,993.61
6	15	6-oz Custard cup, 4-pack	19,103	2.51	47,948.53
7	17	9" Pie plate	26,069	1.79	46,663.51
8	14	6-cup Percolator	3,971	11.65	46,262.15
9	13	3-piece Mixing bowl set	7,607	5.85	44,500.95
10	11	4-pc Bowl set, gold	3,751	11.65	43,699.15
11	—	10-oz-deep Pie dish, 4-pk	13,661	3.14	42,895.54
12	16	3-piece Bowl set, Woodland	5,316	8.05	42,793.80
13	4	2-qt Casserole w/basket	3,659	11.65	42,627.35
14	7	1-pt Liquid measure	20,389	2.06	42,001.34
15	—	2-qt Serving pitcher	6,666	6.25	41,662.50
16	—	1-qt Liquid measure	13,927	2.69	37,463.63
17	8	8" Square cake dish	11,726	3.14	36,819.64
18	—	2-qt Oblong bake dish	9,086	4.04	36,707.44
19	—	3-pc Casserole, set, gold	2,637	13.45	35,464.65
20	—	3-pc Casserole set, Woodland	2,536	13.45	34,109.20

Source: Bacar Inc.

Discount Store News

PMA®

6th Annual Product Movement Audit

Corning Removal Of Retail Prices Bothers Chains

Nationwide DSN Report

Corning Glass' decision to drop retail prices from its 1980 first-half catalog has created competitive pricing problems for discounters and other retailers.

A Corning Glass executive asserted that the prices were dropped from the catalog because the end of fair trade meant that no one sold goods at the listed prices.

But discounters offered additional reasons for the manufacturer's move.

Another Perspective

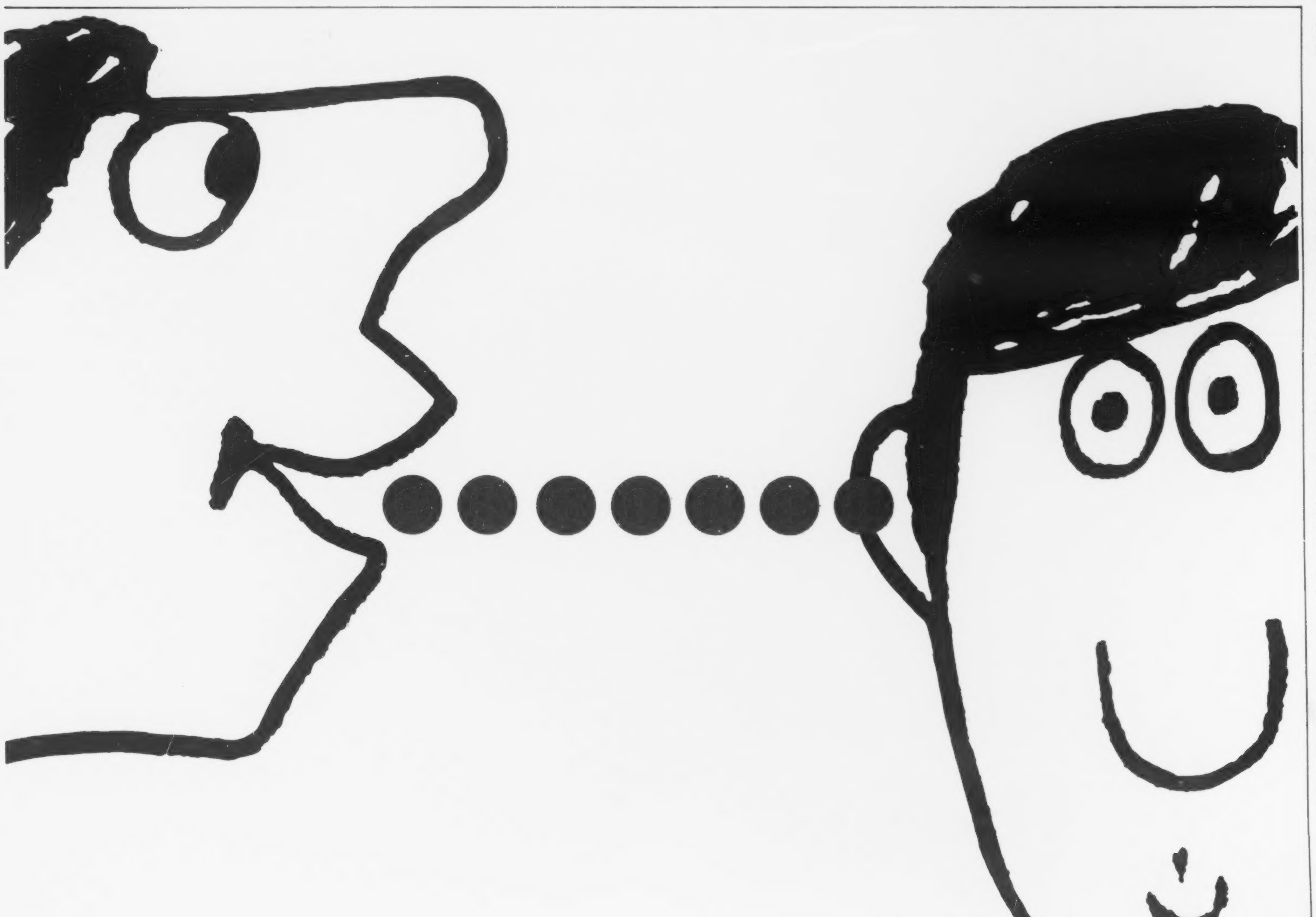
One merchandiser noted that elimination of the prices would help distributors maintain their profits despite the loss of some business from chains who will buy direct. Lack of the catalog prices means "I don't have a benchmark price against which I can compare prices from different distributors to see who's giving me the best deal."

He explained that the catalog price was the basic price quoted by distributors who then cited various discounts for such factors as advertising and quantity buys to come up with the final charge for the merchandise.

Another merchandiser pointed out that Corning Glass raised its prices at the end of

(Continued on page 57)

STEP-UP. The trend to step up cookware is seen in Zodys, Slauson Avenue, Los Angeles, in merchandising of stainless steel and high-end, nonstick goods. (DSN photo)



GTE Products Corp., Sylvania Lighting Center, Danvers, Mass. 01923

What lightbulb always says quality?

Sylvania Blue Dot® comes across loud and clear. We've built a reputation over the years based on performance. Because we pay attention to details every single day.

Just one example. Before any bulb reaches your shelf, we put it through 40 separate and unforgiving inspections. Since we've done all the checking, you can feel confident at your checkout.

And that's a good thing, too. Customers are very concerned about the quality of lightbulbs. With Sylvania, you've got a name consumers are willing to pay for. Because they know the quality is there.

For years, customers have also known that they can count on Sylvania flashbulbs. And that puts the most effective kind of advertising behind all your Blue Dot sales. Word of mouth.

SYLVANIA Blue Dot | GTE

Discount Store News

PMA®

6th Annual
Product Movement Audit

Styler/Dryers, Drips Vie For Electrics Lead

Styler/dryers and drip coffeemakers this year are again expected to vie for the top spot in small-electrics productivity.

Overall, electric housewares sales are seen as remaining flat due to the uncertain economy and consumers focusing their buying on essential goods.

These projections reflect trends evident in the electrics field for the past few years, and are also seen in the Myron Nickman small-appliance Product Movement Audit reports.

The productivity battle between styler/dryers and drip coffeemakers has been going on for the last half-dozen years. It shows up in a comparison of the PMA for last year with the audit for 1978.

In the 1979 audit (see chart), the two categories split the overall top honors with styler/dryers No. 1 in unit movement and drip coffeemakers capturing the greatest dollar action.

In the previous PMA, styler/dryers were No. 1 in both unit and dollar movement, with drip coffeemakers No. 2.

As for the flat sales outlook, this is expected to be a repeat of last year. The 1979 report showed a slight 3.4% drop in overall dollar volume to $4.2 million from the previous audit, while unit movement fell 14.7% to 246,388 despite 10 more sku's

(Continued on page 27)

Top Sellers In the Midwest

The chart below lists the top five sellers in 10 key categories as reported in the Myron Nickman Distributors 1979 annual electric housewares report. Their ranking in the 1978 annual report is also given, thus reflecting merchandise changes during the period.

$ Rank 1979	$ Rank 1978	Category/Item
STYLER/DRYERS		
1	10	Gillette 1000W Supermax 2
2	17	Conair 1200W Pro Stylr w/br
3	—	Conair 1200W Pistol Power
4	—	Windmere 1250W Boss
5	2	Shetland 1200W Pony Pro
CURLING WANDS		
1	—	Windmere Curling Brush
2	—	Gillette Body & Curl
3	7	Windmere Pretty Curl
4	—	Windmere Kwik Kurl
5	1	Clairol Crazy Curl
DRIP COFFEEMAKERS		
1	—	N Amer Mr Coffee 12-cp w/sv
2	4	N Amer Mr Coffee 10-cp w/sv
3	—	N Amer Mr Coffee 10-cp
4	6	Proctor-Silex 10-cp
5	1	Norelco 10-cp Dial-a-Brew
SPECIALTY ELECTRICS		
1	—	Wear-Ever Popcorn Pumper
2	—	Presto PopcornNow
3	—	Hamilton Beach Butter Up
4	—	Norelco Deep Fry
5	3	Presto Fry Daddy

(Continued on page 27)

ELECTRIC HOUSEWARES

Figures for these electric housewares PMA tables cover the calendar year 1979. They were supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio. Nickman covers 900 stores, including 125 discount department stores in the Midwest. Average retail prices listed by the distributor reflect typical price points for discount clients.

STYLER DRYERS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	10	Gillette 1000W Supermax	3,540	18.53	65,596.20
2	17	Conair 1200W Pro Styler w/brush	2,728	21.39	58,351.92
3	—	Conair 1200W Pistol Power	4,873	11.96	58,281.08
4	—	Windmere 1250W Boss	4,350	12.58	54,723.00
5	2	Shetland 1200W Prony Pro	5,384	9.43	50,771.12
6	1	Conair 1000W Pro Dryer	3,562	12.98	46,234.76
7	7	Clairol 1200W One-for-the-Road	2,177	20.06	43,670.62
8	4	Clairol 1200W Son of a Gun	1,972	20.69	40,800.68
9	5	Norelco 1000W Gctcha Gun	3,312	12.24	40,538.88
10	—	Sunbeam 1200W Win-Aire	2,428	14.06	34,137.68
11	—	Gillette 1400W Supermax Pro	1,531	21.38	32,732.78
12	19	Northern 1000W	2,732	11.38	31,090.16
13	6	Gillette 1000W Pro Max Compact	1,892	15.31	28,966.52
14	5	Norelco 1200W Gotcha Gun	1,757	15.65	27,497.05
15	—	Clairol 1200W Shoot the Breeze	1,354	17.36	23,505.44
16	—	Gillette 12000W Supermax	1,020	22.08	22,521.60
17	8	Northern 1200W	1,758	10.70	18,810.60
18	—	Windmere 1200W Dry Baby	1,669	11.23	18,742.87
19	15	Gillette 1200W Supermax Curlytop	633	23.29	14,742.57
20	—	Georgie 1200W Compact	682	11.70	7,979.40
		TOTALS	49,354		719,694.93

CURLING WANDS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Windmere Curling Brush	5,976	8.49	50,736.24
2	—	Gillette Body & Curl	2,474	14.69	36,343.06
3	7	Windmere Pretty Curl	6,357	5.55	35,281.35
4	—	Windmere Kwik Kurl Wonder Bar	6,563	4.60	30,189.80
5	1	Clairol Crazy Curl	2,412	12.38	29,860.56
6	5	Schick Quick Curl	3,209	9.13	29,298.17
7	3	Sunbeam Mist Stick, swivel cord	3,311	8.36	27,679.96
8	—	Norelco Wave Maker	1,728	14.25	24,624.00
9	4	Gillette Super Curl Compact	1,822	13.35	24,323.70
10	—	Clairol Crazy Baby	1,387	16.09	22,316.83
11	2	Norelco Curl Q	2,072	10.68	22,128.96
12	—	Northern Pro Styling Brush	2,760	7.99	22,052.40
13	—	Dallas Hot Pick	1,632	11.38	18,572.16
14	8	Conair Curl 'N Carry	1,349	11.53	15,553.97
15	—	Conair Little Misty	929	10.45	9,708.05
		TOTALS	43,981		398,669.21

DRIP COFFEEMAKERS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	North Amer Mr Coffee 12-cp w/svr	5,775	38.23	220,778.25
2	4	North Amer Mr Coffee 10-cp w/svr	6,128	33.84	207,371.52
3	—	North Amer Mr Coffee 10-cup	7,201	24.88	179,160.88
4	6	Proctor-Silex 10-cup	7,009	19.80	138,778.20
5	1	Norelco 10-cup Dial-a-Brew	2,768	27.29	75,538.72
6	12	Norelco 10-cup Dial-a-Brew	1,101	32.13	35,375.13
7	—	Norelco Express 4-cup	1,518	19.44	29,509.92
8	9	Norelco 12-cup	768	38.26	29,383.68
9	8	Regal 4-cup mini-drip	1,912	14.66	28,029.92
10	7	Van Wyck 12-cup Great Coffee	791	20.08	15,883.28
11	10	Bunn-Matic 8-cup	176	46.79	8,235.04
12	11	Hamilton Beach Mini-Drip	394	15.20	5,988.80
13	3	North Amr Mr Coffee 10-cp dlx w/svr	124	38.75	4,805.00
		TOTALS	35,665		978,838.34

SPECIALTY ELECTRICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Wear-Ever Popcorn Pumper	5,198	28.94	150,430.12
2	—	Presto Popcorn Now	2,616	30.76	80,468.16
3	—	Hamilton Beach Butter Up Popper	2,929	13.65	39,980.85
4	—	Norelco Deep Fry	7,264	5.36	38,935.04
5	3	Presto Fry Daddy	1,512	23.79	35,970.48
6	—	Hamilton Beach Air Popper	812	32.16	26,113.92
7	2	Hamilton Beach Fry All	1,145	17.23	19,728.35
8	—	Waring Steam Chef	568	34.69	19,703.92
9	—	Sunbeam Great Amer Ppcrn Mchn	869	21.63	18,796.47
10	—	Mirro Butter/Rite corn popper	1,925	9.35	17,998.75
11	—	Toastmaster Mini Griddle	649	20.75	13,466.75
12	—	Oster Egg Cooker	593	19.54	11,587.22
13	—	Presto Hot Dogger	1,567	7.04	11,031.68

(Continued on page 27)

2B1
SEALED BEAM
HALOGEN
A FAR SIGHT BETTER

ELECTRIC HOUSEWARES

(Continued from page 26)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
		SPECIALTY ELECTRICS			
14	—	Presto Gran Pappy	312	29.06	9,066.72
15	—	Presto Fry Baby	385	18.93	7,288.05
16	—	Northern Big Top hotdog maker	418	15.63	6,533.34
		TOTALS	28,762		507,099.82
		FOOD PROCESSORS			
1	—	Sunbeam Le Chef	573	110.95	63,574.35
2	—	Hamilton Beach Cuisine Machine	830	60.14	49,916.20
3	—	Oster Kitchen Center, almond	211	123.73	26,107.03
4	—	Norelco food processor	214	90.79	19,429.06
5	—	Oster Kitchen Center, gold	135	122.09	16,482.15
6	—	Moulinex La Machine	117	62.19	7,276.23
		TOTALS	2,080		182,785.02
		SLOW COOKERS			
1	1	Rival 5-qt removable liner, beige	21,154	25.06	53,979.24
2	3	Rival 3½-qt removable liner	2,627	19.51	51,252.77
3	4	Rival 3½-qt almond	3,374	12.11	40,859.14
4	5	Van Wyck 6-qt removable	1,068	21.88	23,367.84
5	—	Rival 3½-qt, flame	1,325	11.95	15,833.75
6	6	Rival 1-qt Crock-ette	946	10.63	10,055.98
7	—	Rival 2-qt.	792	9.09	7,199.28
		TOTALS	12,286		202,548.00
		TOASTERS			
1	1	Proctor-Silex 2-slice, promo	6,360	11.64	74,030.40
2	8	Toastmaster 2-slice, almond	4,780	11.66	55,734.80
3	2	Proctor-Silex 2-slice, pastry	2,904	15.59	45,273.36
4	3	Proctor-Silex 4-slice, promo	2,373	17.43	41,361.39
5	4	Toastmaster 4-slice, dual ctrl wd tn	1,127	26.60	29,978.20
6	—	Proctor-Silex 4-slice, pastry	916	22.38	20,500.08
7	—	Presto 2-slice	108	13.49	14,569.20
8	7	Proctor-Silex 2-slice	123	10.91	13,419.30
		TOTALS	18,691		294,866.73
		BLENDERS			
1	—	Oster 10-Speed	2,722	22.80	62,061.60
2	2	Waring 8-button, white	2,285	19.50	44,557.50
3	—	Hamilton Beach 7-speed, almond	2,293	18.63	42,718.59
4	6	Hamilton Beach 14-sp Blndr Pls, gld	966	27.18	26,255.88
5	4	Waring 15-button,white	785	23.63	18,549.55
6	—	Oster 10-speed, glass bowl	385	29.03	11,176.55
7	3	Hamilton Beach 14-sp. Blndr Pls, gld	219	21.64	4,739.16
8	11	Oster 10-speed dual Pulsematic	132	32.59	4,301.88
9	7	Oster 10-speed cycle blend	151	22.88	3,454.88
10	8	Oster 10-speed Pulsematic, gld	103	30.18	3,108.54
11	10	Oster 10-speed Pulsematic, white	102	29.00	2,958.00
		TOTALS	10,143		223,882.08
		STAND MIXERS			
1	1	Sunbeam w/dough hook, white	624	72.80	45,427.20
2	5	Waring 6-speed, 2-way, white	1,253	18.46	23,130.38
3	10	Hamilton Beach 12-spd, stnlss bowl	377	31.86	12,011.22
4	3	Sunbeam, glass bowl	272	30.10	8,187.20
5	9	Sunbeam, stainless bowl, gold	135	29.66	4,004.10
		TOTALS	2,661		92,760.10
		HAND MIXERS			
1	1	Hamilton Beach 3-speed, gold	3,429	10.35	35,490.15
2	—	Sunbeam 5-sp, Burst of Power, white	1,690	20.18	34,104.20
3	2	Sunbeam 3-speed, white	2,797	10.90	30,487.30
4	3	Waring 6-speed, white	1,906	11.63	22,166.78
5	—	Hamilton beach 5-spd w/case, almnd	658	16.04	10,554.32
6	—	Betty-G 5-speed, white	959	9.39	9,005.01

(Continued on page 28)

Styler/Dryers Drips Compete

(Continued from page 26)

being tracked.

It is evident that inflation and concern about the economy last year resulted in consumers tightening up on their purchases of electric housewares. The large dropoff in unit movement was offset partly by higher prices and partly by a slight increase in the number of sku's followed in the report, so the total dollar movement showed only a small decline.

The two factors—utility and gift-giving—that helped to maintain the electrics business last year and also sparked the continued strong showings for styler/dryers and drip coffeemakers, are again being relied on to generate sales this year.

Utility is the key to action for styler/dryers and for hair care appliances in general. Curling wands, the other hair care classification tracked on the PMA, was No. 3 in total unit movement and No. 4 in total dollar movement.

The utilitarian nature of the hair care products was enhanced by stable prices and by the introduction of styling wands as a new type of curling wand. The latter classification had also twice as many sku's due to the introduction of styling wands and consumer acceptance of items geared to ethnic use such as the Dallas Hot Pick, which captured the No. 13 ranking.

Curling wands, in fact, were the only classification to show increases in both total unit and

(Continued on page 28)

Top Sellers

(Continued from page 26)

SLOW COOKERS

1	1	Rival 5-qt remov lnr, beige
2	3	Rival 3½-qt remov lnr
3	4	Rival 3½-qt almond
4	5	Van Wyck 6-qt remov lnr
5	—	Rival 3½-qt flame

TOASTERS

1	1	Proctor-Silex 2-slice, prmo
2	8	Toastmaster 2-slice, almond
3	2	Proctor-Silex 2-slice, pstry
4	3	Proctor-Silex 4-slice, prmo
5	4	Toastmaster 4-sl, dl cntrl, wd tn

BLENDERS

1	—	Oster 10-speed
2	2	Waring 8-button, white
3	—	Hamilton Beach 7-sp, almond
4	6	Hamilton Beach 14-sp, Blnd Plus
5	4	Waring 15-button, white

HAND MIXERS

1	1	Hamilton Beach 3-speed, gold
2	—	Sunbeam 5-sp, Burst Pwr, wh
3	2	Sunbeam 3-speed, white
4	3	Waring 6-speed, white
5	—	Hamilton Beach 5-sp w/cse

CAN OPENERS

1	2	Rival w/knife shrp, wh
2	6	Rival w/knife shrp, gld
3	4	Rival w/knife shrp, avoc
4	—	Waring w/knife shrp, gld
5	—	Betty-G w/knife shrp, wh

IRONS

1	1	Proctor-Silex steam
2	2	Sunbeam self-clean
3	—	Hamilton Beach Speed-Lite
4	—	Proctor-Silex steam/spray
5	—	Sunbeam promo self-clean

A FAR SIGHT BETTER WAY TO MAKE MONEY– GE HALOGEN HEADLIGHTS

They're far more profitable than ordinary headlights.

GE Power Plus™ Halogen headlights give you more profit per square foot than ordinary headlights.

Because you sell them in pairs, you increase your turns. Compared to ordinary headlights, GE Halogens are whiter and brighter. On the high beam, they throw the light up to 25% further down the road, making them a far sight better for night driving. That's something people will pay more for. Our research shows people prefer the GE brand 2 to 1.*

*data available upon request.

GE is going all out to make them move. Now!

We're giving GE Halogens our biggest push ever. National ads in key consumer magazines. National radio commercials. Television. Plus, a complete, hard selling point-of-purchase package.

We've got the product, the promotion and the preferred brand to help you sell GE Halogens to a virtually untapped market.

Make sure you're fully stocked with GE Halogen headlights. Call your GE auto lamp supplier now for a far sight better way to make money.

CAR DRIVER
ROAD & TRACK
Newsweek
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MOTOR TREND

WE BRING GOOD THINGS TO LIFE.

GENERAL ELECTRIC

Clairol 20 Instant Hairsetter

BRANDED. Venture, Griffith, Ind., plays up brand names for personal care appliances by showing items under the manufacturer's logo. Note mix of samples and boxed stock for self-service.
(DSN photo)

ELECTRIC HOUSEWARES

(Continued from page 27)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
7	6	Waring 12-speed, gold	216	12.96	2,799.36
8	5	Van Wyck 5-speed, white	173	9.74	1,685.02
9	4	Van Wyck 5-speed, gold	161	9.73	1,566.53
		TOTALS	11,989		147,858.67
CAN OPENERS					
1	2	Rival w/knife sharp, white	1,856	13.18	24,462.08
2	6	Rival w/knife sharp, gold	2,173	11.18	24,294.14
3	4	Rival w/knife sharp, avocado	2,037	11.15	22,712.55
4	—	Waring w/knife sharp, gold	1,431	12.60	18,030.60
5	—	Betty-G w/knife sharp, white	1,773	9.39	16,648.47
6	—	Oster, white	1,021	15.71	16,039.91
7	10	Rival, almond	1,549	9.71	15,040.79
8	—	Dazey, gold	1,478	8.28	12,237.84
9	3	Rival gold	953	9.66	9,205.98
10	7	Van Wyck w/knife sharp, white	490	9.38	4,596.20
11	9	Hamilton Beach w/knife sharp, gold	149	11.93	1,777.57
		TOTALS	14,910		165,046.26
IRONS					
1	1	Proctor-Silex steam	4,789	12.15	58,186.35
2	2	Sunbeam self-clean	1,462	26.29	38,435.98
3	—	Hamilton Beach Speed-O-Light	1,983	17.38	34,464.54
4	—	Proctor-Silex steam/spray	1,398	20.70	28,938.60
5	—	Sunbeam promotional self-clean	1,199	20.23	24,255.77
6	3	Proctor—Silex steam/spray	1,594	14.53	23,160.82
7	—	Hamilton Beach Smart Iron	762	27.64	21,061.68
8	—	Sunbeam Today Iron	985	20.21	19,906.85
9	4	Struhl travel iron	2,184	5.81	12,689.04
10	—	Sunbeam promotional steam iron	580	12.04	6,983.20
11	6	Vista steam/spray	208	21.89	4,553.12
12	—	Hamilton Beach Speed-O-Light II	120	13.36	1,603.20
		TOTALS	15,866		274,239.15

Source: Myron Nickman Distributors

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Styler/Dryers, Drips Compete

(Continued from page 27)

total dollar movement.

Drip coffeemakers recaptured the top spot in total dollar movement as this classification continued to be used as a popular gift, particularly for newlyweds and students off to college for the first time. Its acceptance as a gift was aided by the introduction of units that made just small quantities at one time; these models are geared to the needs of singles and couples, demographic groups that are forming an increasingly important segment of the population.

Fad and fringe items have long been important for the electrics business. Despite consumer reservations about these products, a new item can capture sales during its initial introduction.

Promising Area

The specialty electrics classification is an example. Hot air popcorn makers—which became available in mass quantities last year—captured the top two spots and No. 6.

The mini-deep fat fryer, which had been a key item in the 1978 audit, showed up in only four places. Only two hotdog cookers made the report and hamburger makers—once the hottest electric—didn't score at all.

Food processors were the only new classification on the 1979 audit. Its inclusion reflects the impact it made as a relatively new item that is increasingly being used as a gift. The higher average retail price for food processors resulted in low unit movement, but the total dollar movement was high enough to make the six-sku classification ninth in this audit.

Balance Is Achieved

Most of the classifications tracked by the audit are basics, with little change in overall standing and few new items.

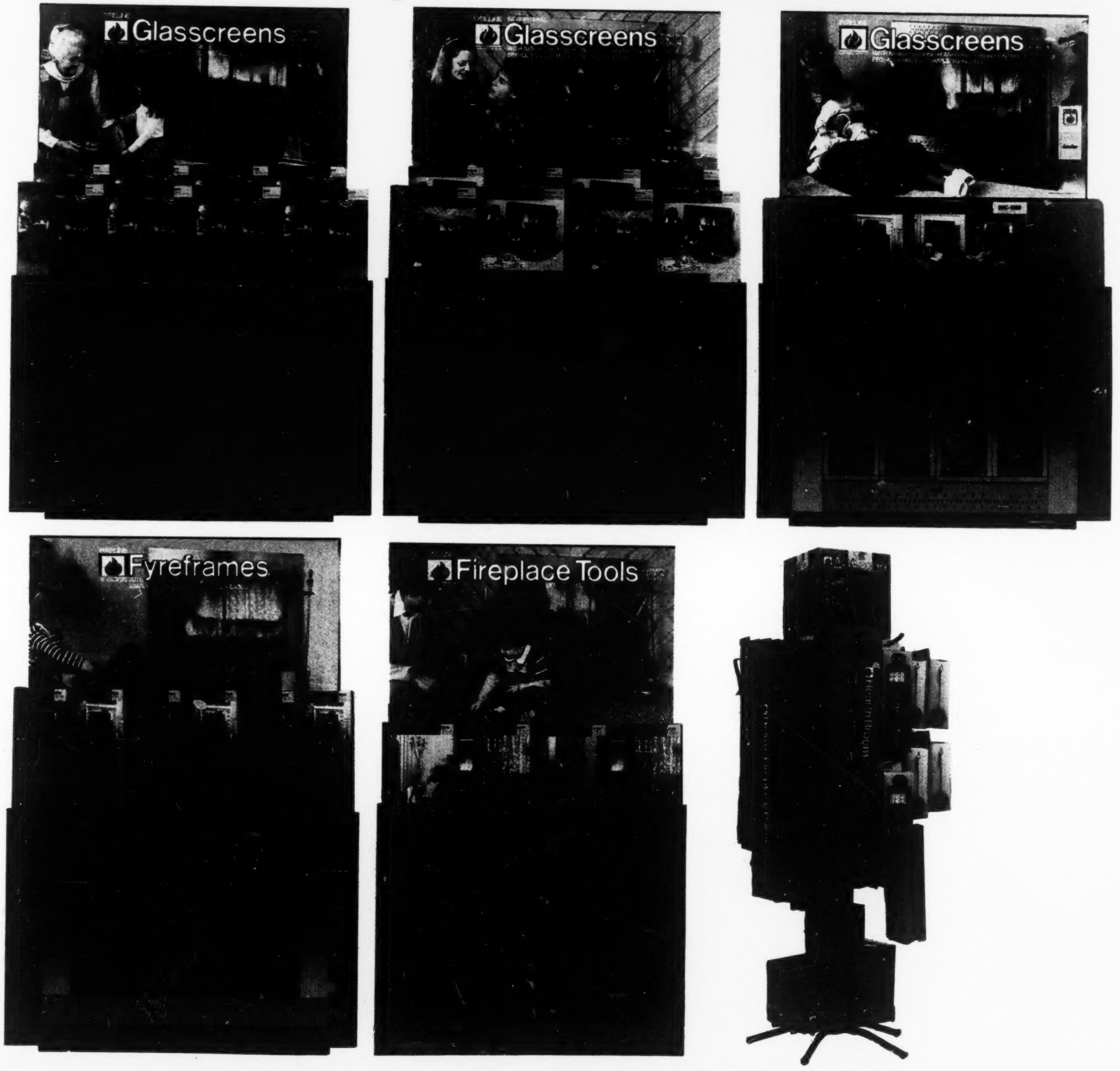
Toasters, for example, ranked No. 5 in both total unit and dollar movement, while in the previous report it was No. 5 in units and No. 3 in dollars. Slow cookers were No. 8 in both measurements, having been No. 7 in total units and No. 5 in total dollars in the 1978 PMA. Only two items showed up for the first time on the toaster report while only one debuted on the slow cooker chart.

Irons ranked No. 6 in both measurements in both PMAs. Four lightweight irons debuted on the latest report, as these

(Continued on page 58)

K mart's Wolff Dies

TROY, Mich.—Anne Wolff, K mart's director of publicity, died earlier this month after a short illness. The chain has not announced her replacement.



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HOUSEWARES

Figures for these housewares PMA tables cover the calendar year 1979. They were supplied by HalMar Distributors of Holyoke, Mass. HalMar covers 500 stores, including 400 discount department stores from New England to the Carolinas. Average retail price listed by the distributor reflects typical price points for discount clients.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLETOP				
1	Corelle 20-pc set, gold	24,041	35.95	864,273.95
2	Corelle 20-pc set, Woodland	21,806	35.95	783,925.70
3	Corelle 20-pc set, green	20,305	35.95	729,964.75
4	Expressions 20-pc set, Indian Summer	7,986	62.95	502,718.70
5	Expressions 20-pc set, Meadow	6,914	62.95	435,236.30
6	Expressions 20-pc set, Wildflower	6,150	62.95	387,142.50
7	Corelle 20-pc set, blue	7,049	35.95	253,411.55
8	Corelle 20-pc set, white	3,042	34.15	103,884.30
9	Expressions 20-pc set, Batik	1,120	62.95	70,504.00
10	Expressions 20-pc set, Blue Heather	948	62.95	59,676.60
11	Pyrex Un-Candle Captain's Lamp	6,961	7.19	50,049.59
12	Corelle small platter, gold	6,732	7.20	48,470.40
13	Corelle small platter, green	6,729	7.20	48,448.80
14	Corelle 5-pc completer set, gold	2,560	18.89	48,358.40
15	Pyrex Un-derwater candle, Neptune	6,226	7.19	44,764.94
16	Corelle small bowl, gold	6,135	7.20	44,172.00
17	Corelle 5-pc completer set, green	2,308	18.89	43,598.12
18	Pyrex Un-derwater candle, Nautilus	6,028	7.19	43,341.32
19	Corelle small bowl, green	5,167	7.20	37,202.40
20	Corelle 1-qt bowl, green	5,659	6.25	35,368.75
GLASSWARE				
1	Anchor Hocking 24-pc set, Newport Crystal	3,459	12.15	42,026.85
2	Libbey 6½-oz round wine, Mr Pro	8,145	4.76	38,770.20
3	Libbey 12½-oz bev, Wheat Spray, 8-pc	4,818	7.73	37,243.14
4	Anchor Hocking 24-pc set, Newport Gold	3,004	12.15	36,496.60
5	Anchor Hocking 11-pc tbl srvc st, prescut	3,164	9.71	30,722.44
6	Libbey 8½-oz wine, Mr Pro	6,006	4.76	28,588.56
7	Libbey 12-oz bev, Summer, 8-pc	3,869	6.83	26,425.27
8	Anchor Hocking 4" ashtray, gold	41,148	0.62	25,493.16
9	Libbey 10½-oz wine, Mr Pro	4,935	4.76	23,490.60
10	Libbey 16-oz cooler, Tawny Accent, 4-pk	7,579	3.05	23,115.95
11	Anchor Hocking 7-pc tbl srvc st, prescut	2,986	7.73	23,081.78
12	Libbey 6½-oz wine, Tawny Accent, 4-pk	4,716	4.85	22,872.60
13	Libbey 8-oz white wine, Chivalry	15,610	1.43	22,322.30
14	Anchor Hocking 9-oz bev, crystal sham	47,463	0.44	20,883.72
15	Libbey 12-oz bev, Gold Aster, 4-pk	7,105	2.87	20,391.35
16	Libbey 6½-oz tall wine, Citation	3,924	4.94	19,384.56
17	Libbey 12-oz bev, Gold Country Garden	30,972	0.62	19,202.64
18	Libbey 12-oz bev, Blue Bolero	43,295	0.44	19,049.80
19	Libbey 4½-oz sour, Mr Pro	3,990	4.76	18,992.40
20	Libbey 12-oz bev, Gold Savoy, 8-pk	3,084	6.11	18,843.24
COOKWARE				
1	Wear-Ever 12" Premium fry pan, SilverStone	2,976	13.95	41,515.20
2	Ekco 17¼" cookie sheet, Baker's Secret	13,782	2.87	39,554.34
3	Wear-Ever 10" Premium fry pan, SilverStone	3,640	10.79	39,275.60
4	Ekco 13" oblong cake pan, Baker's Secret	14,145	2.60	36,777.00
5	Wear-Ever 9-pc set, Premium, SilverStone	525	69.29	36,377.25
6	T-Fal 10" fry pan	2,238	14.39	32,204.82
7	Ekco 12-cup muffin pan, Baker's Secret	8,222	3.59	29,516.98
8	Ekco 14½" roast pan, Baker's Secret	8,096	3.50	28,336.00
9	Wear-Ever 8" Premium fry pan, SilverStone	2,715	9.89	26,851.35
10	T-Fal 8" fry pan	2,288	11.69	26,746.72
11	T-Fal 8" fry pan	1,624	16.19	26,292.56
12	Ekco 15¼" cookie sheet, Baker's Secret	9,253	2.60	24,057.80
13	Ekco 15¼" cookie sheet	12,160	1.79	21,766.40
14	Ekco 17¼" cookie sheet	10,835	1.97	21,344.95
15	Mirro 9-cup percolator	3,195	6.29	20,096.55
CLEANING & CHEMICALS				
1	3M 16-oz Scotch Guard	9,140	4.67	42,683.80
2	White Labs 16-oz X-14 mildew remover	11,277	2.87	32,364.99

(Continued on page 57)

Discount Store News

PMA®

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Product Movement Audit

Newness, Style Aid Housewares

(Continued from page 23)

for Corning Ware and Pyrex.

Sidekick was the hot new Corning Ware item, showing up as No. 2 for Myron Nickman and No. 3 for both HalMar and Bacar.

On the fashion front, Spice continued to be the best-selling design, but Wildflower slightly surpassed Cornflower to become a strong second pattern. This is a feat that the manufacturer hadn't been able to accomplish with two other designs that were eventually withdrawn from the market.

High Volume

The new Pyrex item to make the two PMAs was a 4-qt. mixing bowl, which showed up as No. 2 for HalMar and No. 14 for Myron Nickman. The other important trend was the showing of basic 2-qt. and 3-qt. bakeware, both as stand-alone items and with basket holders.

The consumer interest in basket holders for staple glass bakeware denoted the interest in stepped-up merchandise that offers convenience as well as fashion as the higher-priced features.

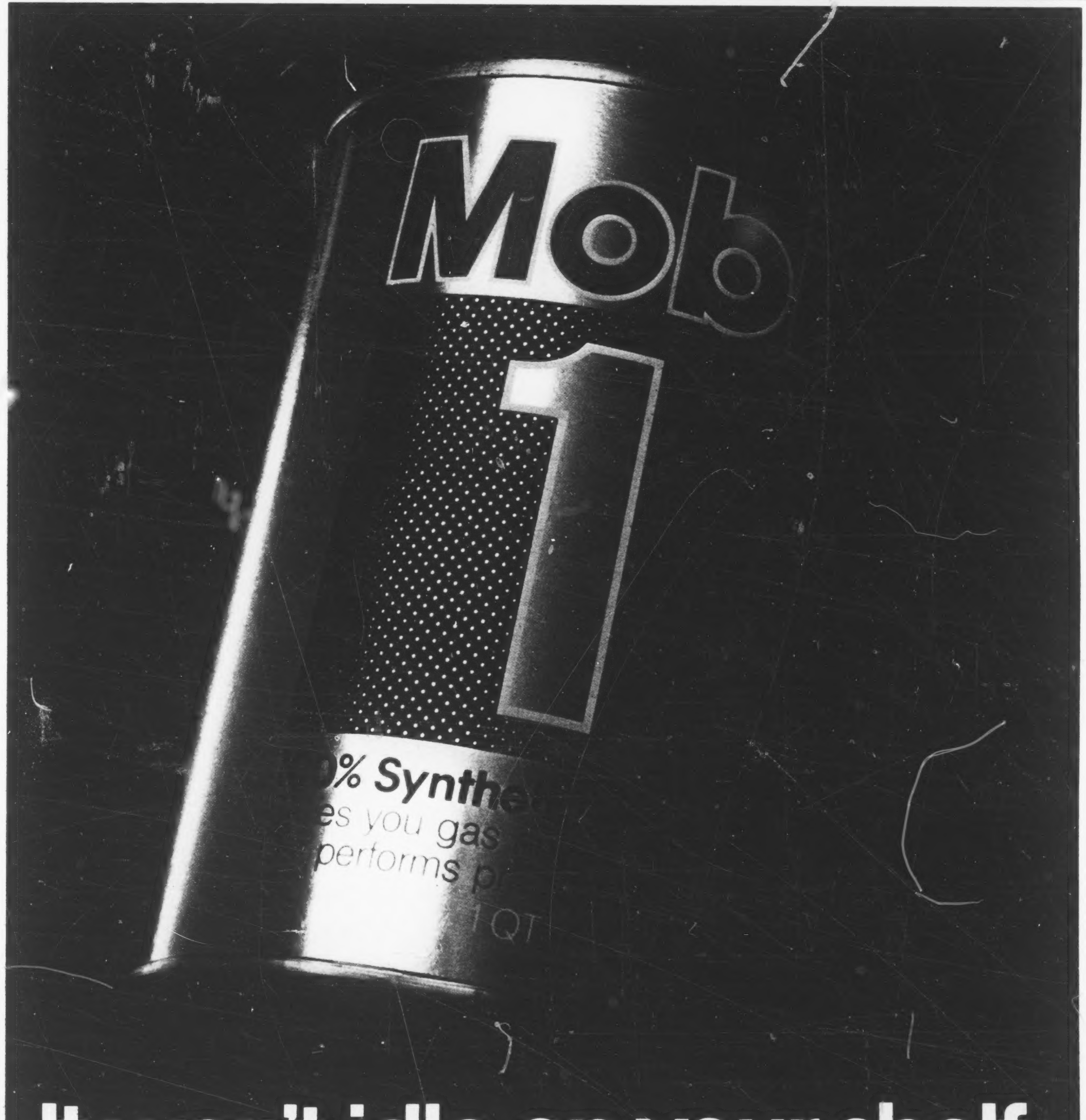
Three items with basket holders made the HalMar and Myron Nickman audits, while Bacar had two such products.

Leading Sellers In the Northeast

The chart below lists the top sellers as reported in the HalMar Inc. Distributors 1979 annual housewares PMA. That report is the first annual HalMar PMA to break down housewares into 10 categories and to list items by brand names.

$ Rank	Category/Item
TABLETOP	
1	Corelle 20-pc set, gold
2	Corelle 20-pc set, Woodland
3	Corelle 20-pc set, green
4	Express 20-pc st, Indn Summer
5	Express 20-pc st, Meadow
GLASSWARE	
1	Anch Hock 24-pc st, Newpt Cyst
2	Libbey 6½-oz rd wine, Mr Pro
3	Libbey 12½-oz bev, Wheat Spray
4	Anch Hock 24-pc st, Newpt Gld
5	Anch Hock 11-pc tab serv st, prscut
COOKWARE	
1	Wear-Ever 12" Premium fry pan
2	Ekco 17¼" cooky sht, Baker's Scrt
3	Wear-Ever 10" Premium fry pan
4	Ekco 13" oblg ck pn, Bker's Scrt
5	Wear-Ever 9-pc set, Premium
GADGETS	
1	Swing-a-Wy hnd cn opn, port
2	Rhodes timer, white
3	Ekco cn opnr w/bttle opnr
4	Ekco 3-Way can opener
5	Gemco food chopper
PLASTICS	
1	Demnd Mkt Sesame St tumbler
2	Republic 1-qt uprt Freezette
3	Republic 1-pt uprt Freezette
4	Lustro-Ware 11-qt pail, alum
5	Loma 32-gal lock ld refrig cntnr

(Continued on page 57)



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Discount Store News

PMA®

6th Annual Product Movement Audit

Basics Rule Auto More Than Ever

By Miles W. McBurney

Although the biggest dollar producer in 1979 was a high-ticket promotional accessory, the annual Auto Product Movement Audit was dominated by basic, generally low-priced merchandise.

The figures from distributor Allied Accessories and Auto Parts Co. indicate that predictions that 1980 will be a year of conservative purchasing patterns by consumers are well founded. While basics have always been the foundation of discount stores' auto departments, as 1979 ended accessories, especially dress-up items, were further reduced in importance.

One note that should be made of products listed in this PMA concerns Motorcraft spark plugs. In 1978, Allied carried Autolite as the original equipment replacement for Ford products, but in 1979 Autolite was replaced by Motorcraft. While the chart indicates that the Motorcraft numbers were unranked the previous year, in fact the Autolite equivalents achieved approximately the same rankings. For example, the BRF-42 and ARF-52 plugs, ranked fourth and sixth in this report, placed fifth and fourth, respectively, for 1978.

Sales Improve

Spark plugs generally, as well as tune-up kits, chemicals, and oils, were the strongest performers in 1979, in some cases recording significant gains.

Oil, especially, showed gains in 1979 because retailers were forced by rapidly rising prices to seek out comparative bargains from other than their normal supply channels. Allied president Herbert Rechter reported that motor oil was not previously a major product line for the distributor, but that retailers shopping for price near the end of the year aided his movement of Valvoline, Quaker State, and especially Pennzoil.

Rechter attributed this growth to the fact that these companies, particularly Pennzoil, were slower in raising their prices than many other major brands. In the case of Pennzoil, the 1OW-30 multigrade rose from No. 38 in 1978 to No. 26 last year and the 1OW-40 multigrade gained even more ground, going from No. 72 to No. 51.

The Valvoline and Quaker State 1OW-40s both improved their showings, with Valvoline capturing third place in dollar movement, while the Quaker State 1OW-30 held firm in its strong 12th-place finish.

Spark plugs captured more than one-fourth of the top 25 places in this annual report, with Motorcraft numbers tak-

(Continued on page 36)

AUTOMOTIVE ACCESSORIES

Figures for these automotive accessory PMA tables cover the calendar year 1979. They were supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich. Allied covers 2,000 stores, including 1,700 discount department stores, in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	2-ton Hydraulic jack	11,012	69.99	770,729.88
2	2	6014 HD sealed beam	148,029	3.29	487,015.41
3	11	Valvoline 10W-40	433,790	0.93	403,424.70
4	—	Motorcraft spark plug, BRF-42	307,994	1.19	366,512.86
5	6	STP oil treatment, 15 oz	211,124	1.69	356,799.56
6	—	Motorcraft spark plug, ARF-52	293,492	1.19	349,255.48
7	1	Motorcraft oil filter, FL-1A	96,463	3.49	336,655.87
8	24	DuPont Rain Dance, 14-oz paste	62,430	4.89	305,282.70
9	18	Motorcraft 8-cyl tune-up kit, DKF-10	48,889	5.99	292,845.11
10	23	STP gas treatment, 12 oz	180,178	1.59	286,483.02
11	20	DuPont Rain Dance, 16-oz liquid	58,510	4.89	286,113.90
12	12	Quaker State Super Blend, 10W-30	279,276	0.97	270,897.72
13	7	AC oil filter, PF-25	77,045	3.49	268,887.05
14	63	Armor All, 8 oz	89,357	2.99	267,177.43
15	35	Auto ramps, pair	10,167	24.99	254,073.33
16	10	Gumout carb cleaner, 16 oz	148,048	1.69	250,201.12
17	45	Coleman air compressor	6,200	39.89	247,318.00
18	—	Motorcraft spark plug, ARF-42	201,790	1.19	240,130.10
19	21	AC spark plug, R44T	201,759	1.19	240,093.21
20	16	4000 HD sealed beams	83,761	2.79	233,693.19
21	15	AC spark plug, R45TS	195,765	1.19	232,960.35
22	17	Roberk wiper refill, RR-16	106,111	2.19	232,383.09
23	9	Delco 8-cyl tune-up kit, 101-2	36,134	6.39	230,896.26
24	13	Gumout Jet Spray, 13 oz	114,918	1.99	228,686.82
25	—	Motorcraft spark plug, BRF-82	178,326	1.19	212,207.94
26	38	Pennzoil, 10W-30	229,287	0.87	199,479.69
27	19	GM 8-cyl Uniset, 101-1	23,328	8.39	195,721.92
28	51	Snowhite Lite 'N' Easy, gal	15,007	12.99	194,940.93
29	67	5-gal Gas can	24,308	7.99	194,220.92
30	75	Armor All, 16 oz	28,942	6.39	184,939.38

(Continued on page 39)

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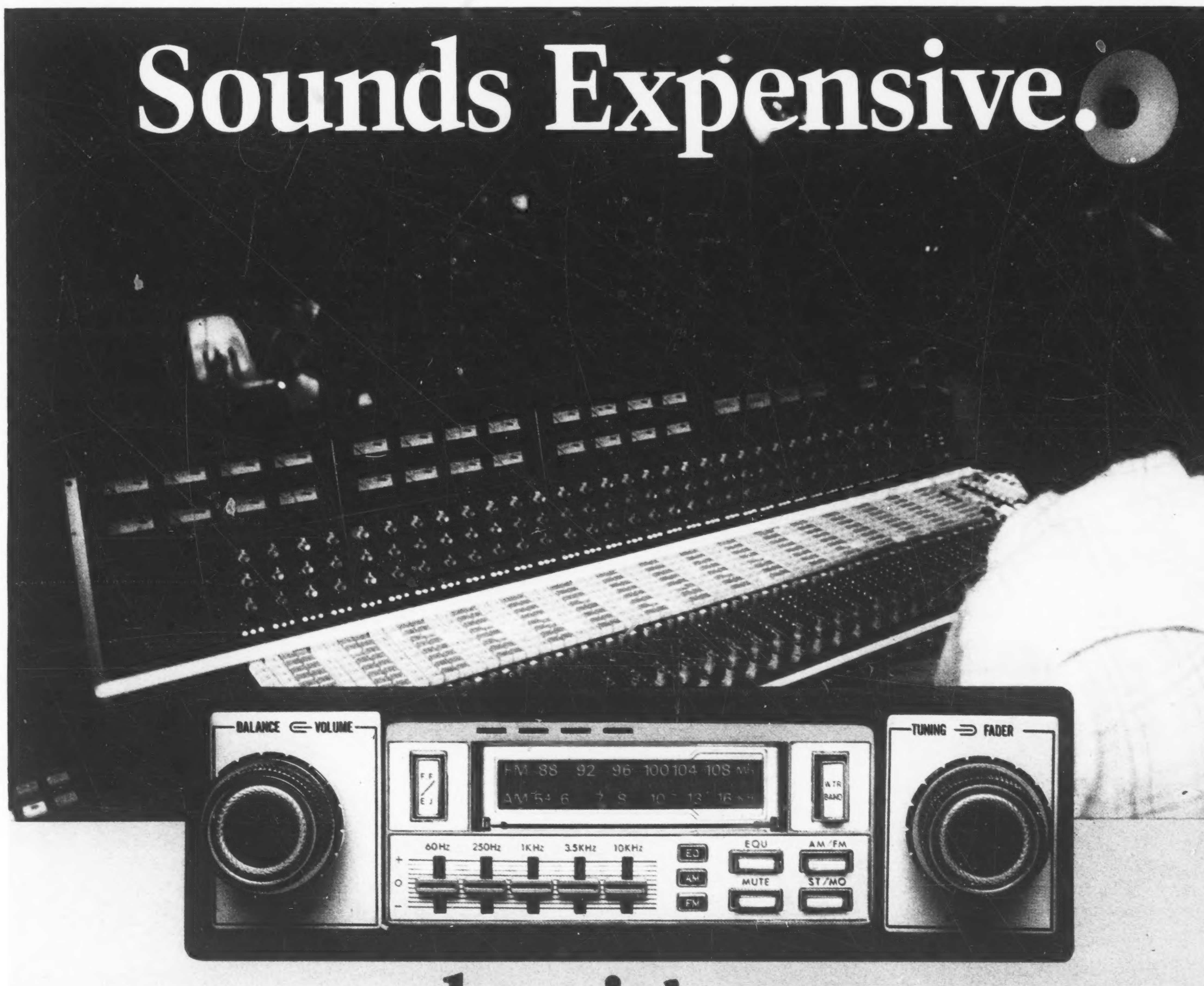
CAR RAMP
CAR RAMP

A LITTLE LIFT. Car ramps form an endcap for a gondola of jacks, jack stands and tire-changing accessories at this Woolco in Philadelphia. (DSN photo)



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Product Movement Audit

Basics Rule Automotive

(Continued from page 36)

now the middle-price range. Discounters are again looking for Rain Dance and similar competitive products from major manufacturers like Turtle, Simoniz and Starbrite to generate the most movement, both in terms of units and dollars, in 1980.

While the $4-$6 price range for wax in previous years was considered the premium price range, this year polymer polishes retailing for as much as $20 or more will hold top-ticket honors. While most discounters will stock at least one polymer brand, the price plus the complexity of application have left many discounters skeptical about consumer acceptance. Nonetheless, simply because of novelty and price, some polymer products are all but certain to make the top 100.

The older-style round headlamps continued to outperform the rectangular sealed beams adopted by manufacturers for most late-model cars. In fact, there has been little change in the rankings for the three top headlamps.

Adding It Up

The 6014 sealed beam, which still is used in some new cars, continued in second place. The next highest ranked headlight dropped slightly from No. 16 to No. 20 while the rectangular 4652 low beam crept upward from No. 42 to No. 39. The rectangular light will continue to gain ground slowly in 1980.

Accessories, despite the No. 1 ranking of the two-ton hydraulic jack, took few spots in the top 100. Only 10 items among the 100 listed can be considered moderate- to high-ticket accessories, and only three of them qualify in any way as dress-up items.

The three dress-up products, in order of ranking, were air horns, the chrome solar shield and amber quartz driving lights.

The air horns, in 1978 a popular promotional accessory, dropped from No. 25 to No. 47 on the list with an everyday price point of $29.99. The solar shield, at $13.99, placed No. 61 after failing to make the top 100 in 1978, and the amber light barely qualified with a ranking of No. 100 at $16.99.

The seven remaining accessories, in order, were the jack, auto ramps, the Coleman air compressor, the three-section antenna with booster, a mechanics creeper, a 4-sq.-ft. chamois, and a three-section ball spring antenna.

Most of these items serve a clear function for the DIYer in maintaining the appearance or performance of his car. These types of accessories will be the promotional products that buyers expect to be most successful in 1980 while strictly

(Continued on page 40)

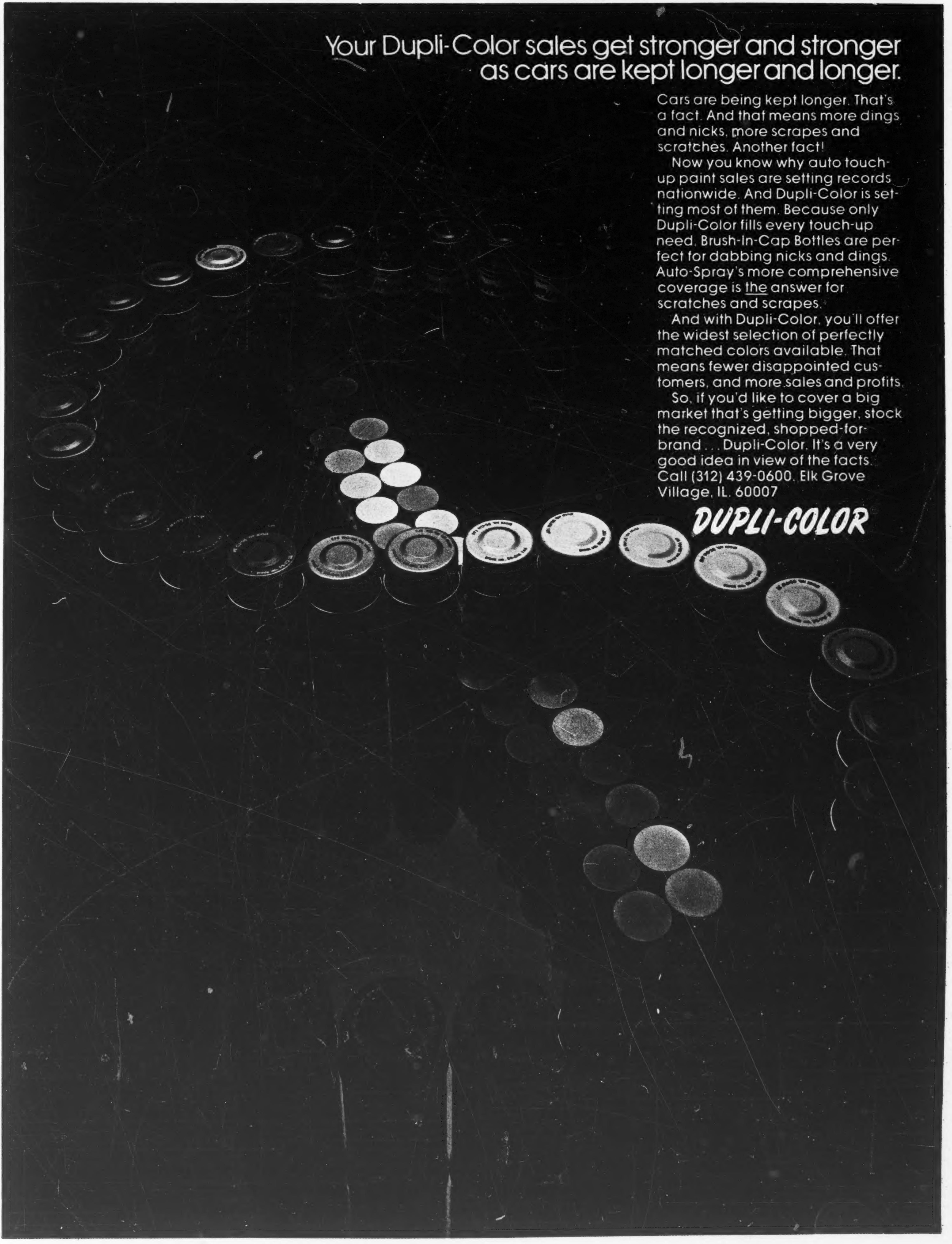
AUTOMOTIVE ACCESSORIES

(Continued from page 35)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
31	31	Warco brake fluid, 12 oz	131,058	1.39	182,170.62
32	29	WD-40 aerosol, 9 oz	101,320	1.79	181,362.80
33	—	Motorcraft spark plug, BF-42	174,849	0.99	173,100.51
34	26	Gas-line antifreeze, plastic bottle	442,219	0.39	172,465.41
35	40	Quaker State Deluxe, 10W-40	189,586	0.89	168,731.54
36	33	Warco brake fluid, 32 oz	44,400	3.59	159,396.00
37	77	Turtle Super Hard Shell, 14-oz paste	47,882	3.29	157,531.78
38	36	Scraper/squeege/snowbrush	91,688	1.69	154,952.72
39	42	4652 square sealed Beams, low	28,997	4.99	144,695.03
40	43	Roberk wiper refill, RR-18	65,532	2.19	143,515.08
41	—	Tam-66 undercoating	75,915	1.89	143,479.35
42	—	Peak antifreeze, gal	33,351	4.29	143,075.79
43	—	DuPont Rally, 14 oz	42,798	3.29	140,805.42
44	41	Bars Leak, 15 oz	74,219	1.89	140,273,91
45	—	Shines Like The Sun, 14-oz paste	27,930	4.99	139,370.70
46	—	20-in Wheel wrench	34,873	3.99	139,143.27
47	25	Dual air horns	4,610	29.99	138,253.90
48	39	Gunk aerosol	81,450	1.69	137,650.50
49	—	Turtle, 18-oz liquid	55,091	2.49	137,176.59
50	34	Risione Oil Alloy, 32 oz	68,850	1.99	137,011.50
51	72	Pennzoil Deluxe, 10W-40	150,516	0.89	133,959.24
52	59	Westleys Bleach White, 20 oz	78,922	1.69	133,378.18
53	28	AC oil filter, PF-30	36,709	3.49	128,114.41
54	—	Shines Like The Sun, 16-oz liquid	25.125	4.99	125,373.75
55	—	Motorcraft spark plug, AGRF-52	104,100	1.19	123,879.00
56	46	Bars Leak, 5½ oz	95,166	1.29	122,764.14
57	—	Turtle Zip car wash, 18-oz liquid	61,569	1.89	116,365.41

(Continued on page 40)

NEW HEIGHTS. Oil and air filters are stocked nearly to the ceiling at this Venture, Griffith, Ind. Oils and additives are within easy reach on the lower shelves. (DSN photo)



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Basics Rule Automotive

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dress-up products such as racing mirrors and compasses will be most vulnerable to economic pressures.

Winter seasonals did not fare well in 1979, primarily because of mild weather in the North. Where last year's annual PMA had numerous battery chargers, cables, chemicals, and related products listed, far fewer qualified for the 1979 top 100.

The highest ranking winter product was the humble gas line antifreeze which placed No. 34 with a lowly 39¢ average price. Allied moved 442,219 plastic bottles of the antifreeze, the highest unit volume of any product listed. Despite its relative strength, the product dropped in ranking from No. 26 the previous year.

Upswing Noted

One of the next highest ranked winter seasonals was Peak radiator antifreeze, which was unlisted in 1978. As with oil, Peak benefited from retailers going outside normal channels to obtain the product for the lowest possible price.

All told, only six products which can be classified as winter seasonals made the top 100, including a snowbrush, Prestone de-icer, starting fluid and one booster cable sku.

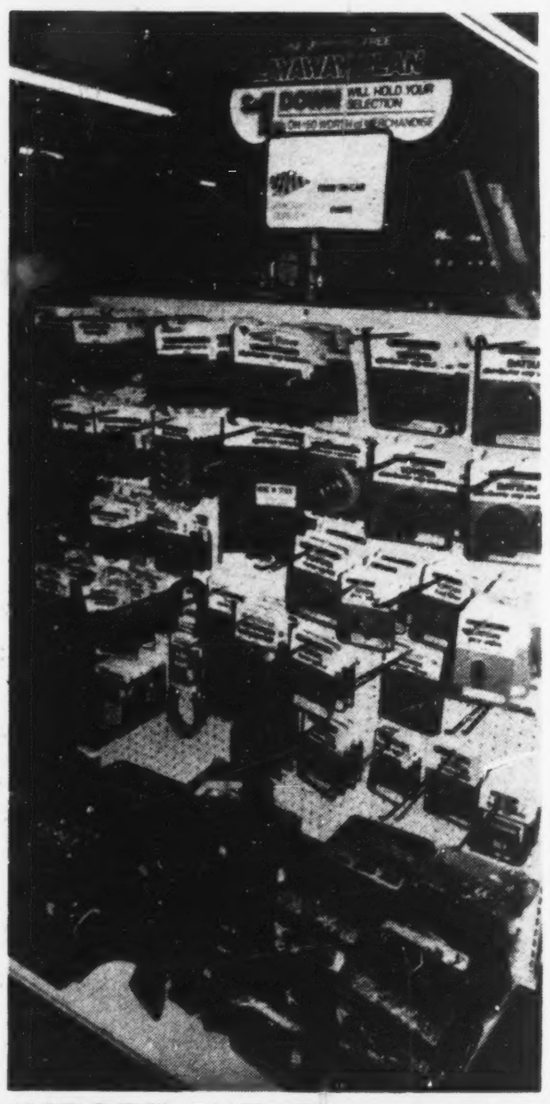
In 1978, 15 winter items were on the list, including three numbers each of snow brushes, battery chargers, and booster cables.

That body repair has come of age is indicated by the rise in the ratings for Snowhite gallon of body filler. In the 1978 listings, the product rated No. 51 but rose in 1979 to No. 28.

While the drop for the quart body repair kit from No. 65 to No. 90 might seem to contradict the assertion that the category is growing, the relative lessening of popularity of the kit really indicates that beginners have graduated to larger jobs.

According to buyers for discount chains, kits appeal primarily to first-time users who are testing their ability to perform the task with a small repair. After gaining experience and confidence, DIYers tend to purchase larger sizes of body putty for more extensive repairs and, because they already have most or all of the accessories, do not need to buy another

(Continued on page 41)



IMPORT-ANT. The growing numbers of foreign cars on the roads have helped give rise to a broader mix at most discounters. These tune-up items are at Jamesway, Sussex, N.J.
(DSN photo)

AUTOMOTIVE ACCESSORIES

(Continued from page 39)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
58	—	Freon, 14 oz	73,003	1.59	116,074.77
59	—	Turtle Wax Extra, 16 oz	23,326	4.89	114,064.14
60	66	Fix-A-Flat	92,767	1.19	110,392.73
61	—	Solar Shield, chrome	7,727	13.99	108,100.73
62	—	Quartz light kit, MM210D 2 pack	2,774	38.88	107,853.12
63	49	Starbrite car polish, 16 oz	26,951	3.99	107,534.49
64	—	Motorcraft spark plug, BF-82	107,941	0.99	106,861.59
65	69	Roberk wiper blades, 16"	48,702	2.19	106,657.38
66	—	4-ton Hydraulic bottle jack	6,943	14.99	104,075.57
67	—	Johnson's Kit wax, 12 oz	33,619	2.99	100,520.81
68	68	3-section Antenna w/booster	13,054	7.59	99,079.86
69	—	Locking gas cap, 4610BL	16,275	5.99	97,487.25
70	—	6052 Large rectangular sealed beam	12,190	7.99	97,398.10
71	48	Prestone spray deicer	66,535	1.39	92,483.65
72	70	Delco 6-cyl tune-up kit, 101-3	16,801	5.49	92,237.49
73	—	6½-gal Gas can	10,206	8.99	91,751.94
74	89	2-gal Gas can	22,995	3.99	91,750.05
75	—	AC spark plug, R46S	77,041	1.19	91,678.79
76	52	CD-2 Red Hi, 15 oz	51,078	1.79	91,429.62
77	58	Aerosol starting fluid	101,225	0.89	90,090.25
78	64	AC oil filter, PF-35	25,724	3.49	89,776.76
79	—	Motorcraft 6-cyl tune-up kit, DKF-16	14,963	5.99	89,628.37
80	53	12' Booster cable, deluxe clamp	6,896	12.99	89,579.04
81	98	Mechanics creeper	8,038	10.99	88,337.62
82	60	AC spark plug, R46TS	74,121	1.19	88,203.99
83	50	CD-2 Black Lo, 15 oz	48,699	1.79	87,171.21
84	—	Valvoline Dextron ATF, 32 oz	97,770	0.89	87,015.30
85	79	Yale power steering fluid, 15 oz	67,287	1.29	86,800.23
86	—	Chamois, 4 sq ft	8,655	9.99	86,463.45
87	—	Turtle Wax Extra, 13-oz paste	17,243	4.89	84,318.27
88	56	AC oil filter, PF-24	23,566	3.49	82,245.34
89	74	AS400 Brake fluid, 12 oz	48,645	1.69	82,210.05
90	65	Snowhite Lite 'N' Easy, 32-oz kit	20,569	3.99	82,070.31
91	94	3-section Ball spring	11,679	6.99	81,636.21
92	62	Casite Motor Honey, 14 oz	48,127	1.69	81,334.63
93	—	Freon kit	13,481	5.99	80,751.19
94	76	DL hand cleaner, 1 lb	81,531	0.99	80,715.69
95	—	Wynn Spitfire, 15 oz	47,467	1.69	80,219.23
96	—	GM 8-cyl distributor cap	18,235	4.39	80,051.65
97	—	Grey wheel primer	46,969	1.69	79,377.61
98	—	Casite oil filter, CF-25	34,521	2.29	79,053.09
99	—	Simoniz presoftened wax, 10 oz	27,275	2.89	78,824.75
100	55	Rectangular qurtz lght, MM210 mbr	4,623	16.99	78,544.77

Source: Allied Accessories & Auto Parts

RING UP MORE "GREEN," WITH THE PURPLE.

Introducing Long Distance Purple... Union's anti-friction motor oil that can save customers gas, and earn you big profits.

Here's What Long Distance Purple Can Do For Your Customers.
Long Distance Purple is an exciting new motor oil that can actually save gasoline, when compared with conventional motor oils. (This is a *fact* that has been thoroughly documented, not mere "trade puffery.")

That's important in these days when everybody is trying to get better gas mileage. Long Distance Purple is sure to be a winner in the marketplace. And right now is the time for you to stock up on this distinctive purple motor oil...to be ready to cash in on your share of the profits!

Here's What Long Distance Purple Can Do For *You!*
To help get Long Distance Purple off and rolling, we're offering you a generous case deal. For every five cases of Long Distance Purple you buy from a participating distributor, you get *one case free.* This offer ends June 30, 1980; so hurry—make sure you don't miss out on it!

Take Advantage Of Union's Co-op Advertising Allowances.
$1.00 per case on Long Distance Purple.

union
union

How To Get In On The Action.
To stock up on Long Distance Purple, or for the answers to any questions you may have about this unique new motor oil, contact your nearest Union 76 office.

Long Distance Purple Is Backed by Prime-Time Television.
Union Long Distance Purple will get a great deal of exposure on television in 1980. In brand-new commercials, we will be selling this terrific new motor oil in a hard-hitting but friendly way.

An intensive advertising blitz is already under way. Both television and print will carry the advertising message...and media buys include top-rated TV shows, as well as high-efficiency local programming, news and sports broadcasts. So, with this kind of support, Union Long Distance Purple should move off your shelves in a hurry!

Your Customers Will Be Asking For Union's Other Motor Oils, Too.
Union 20W/50, our heavy-duty motor oil that's certified by NASCAR, Union Super, and Union Premium are all well known for quality and outstanding engine protection. Your customers know and respect the Union Oil name! So don't just stock *one* Union motor oil, stock the entire line. Regular $.30 per case co-op ad allowance on Union Super, Premium and 20W/50 oils.

And you'll ring up *even more "green"!*

union 76

Discount Store News

PMA®

6th Annual
Product Movement Audit

DIY Products, Energy Savers Hot in Midwest

Price-conscious consumers searching for home improvement and energy-saving products shopped discount store hardware offerings closely last year. The result: many products turned in record-breaking sales performances, according to the annual Product Movement Audit released by Stem Distributing, Maple Heights, Ohio.

Among the most sought-after products in 1979 were Black & Decker's 7¼-in. circular saws, two of Yale's moderately priced entrance locksets and an inexpensive fuel cylinder by Bernz.

Rising Trend

Plumbing and electrical products, department basics, also had a strong year, pointing to the fact that growing numbers of consumers are trying to avoid hiring contractors for home repair projects and are learning to do it themselves.

Best-sellers in those categories included a high-end ($16) outdoor extension cord which rose to the top of last year's list, bumping 1978's leader a ($4.50) Lutron rotary dimmer and outselling the leading 1978 extension cord offering which sold for under $7.

Added Category

Product category breakouts in the Stem PMA differed slightly last year to better reflect movement in each department. Black & Decker products, for example, which in 1978 held 11 of 20 places in the power tool category, have been grouped together in a single chart to give buyers a clearer picture of the performance of other power tools.

POWER TOOLS: The category was plagued with manufacturing and supply problems in 1979. B & D's inability to keep up with demand for its goods, particularly promotional and new products, curtailed potential sales by almost 25%, according to Don Petti, Stem's president. In addition, a Government-forced sell-off of its chain saw division removed Skil's best-selling 14-in. chain saw (fourth place in 1978) from the market midway through the year.

Also, a decision by Rockwell's management to emphasize its stationary tool business at the expense of its portable power tool division put extra pressure on the category. Last year, Rockwell's 7¼-in. circular saw was the only Stem offering to compete with B & D's top-selling entry which outsold the Rockwell model by more than 3 to 1.

The disappearance of two other 1978 top 20 placeholders,

(Continued on page 45)

HARDWARE

Figures for these hardware PMA tables cover the calendar year 1979. They were supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio. Stem covers 600 stores, including 480 discount department stores, in 35 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

HAND TOOLS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Bernz TX 9 fuel cyl	108,180	2.85	308,313.00
2	2	Arrow T50 staple gun/chrome	16,255	17.16	278,935.80
3	4	Bernz UL100 propane blow torch	25,786	10.12	260,954.32
4	—	Bernz JT25 torch kit/plastic box	9,657	21.66	209,170.62
5	8	Ajax home rivet tool	20,208	8.82	178,234.56
6	7	Stan PL 316 16' powerlock tape	14,197	9.84	139,698.48
7	10	Stan PL 425 25' powerlock tape	9,258	12.59	116,558.22
8	—	Stan PL320 20' powerlock tape	11,230	10.37	116,455.10
9	5	35MIK Temper 36" single-bit ax	6,572	17.01	111,789.72
10	—	Petersen 5WR/10WR gift set	9,327	10.56	98,493.12
11	—	Stan PL321 12' powerlock tape	11,708	7.82	91,556.56
12	—	Arrow T55 staple gun/tacker	6,517	13.87	90,390.79
13	—	Stan utility knife 99	30,201	2.67	80,697.07
14	—	Dalton saw horse	41,706	1.89	78,824.34
15	—	Arrow JT21	8,560	8.80	75,328.00
16	—	Stanley PL12 12' powerlock tape	11,726	6.30	73,920.70
17	—	Arrow ET 50 elec staple gun	2,596	28.22	73,259.12
18	—	Easy driver AK-8 sckt/scrwdrvr kt	4,886	14.74	72,019.64
19	—	Stanley hammer 20-oz STIA	5,310	13.22	70,198.20
20	—	Stanley hammer 16-oz claw stel	7,258	9.17	66,555.86

POWER TOOLS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Wen 7" sander/polisher	4,219	55.60	234,576.40
2	—	Skil 2002 ⅜" cordless drill	4,390	49.07	215,417.30
3	8	Weller 100/140W solder gun	7,027	22.63	159,021.01
4	—	Rockwell 8" motor/table saw	610	179.20	109,312.00
5	—	Skil 12" lightweight chain saw	810	128.66	104,214.60
6	10	Wen 10" elec chain saw	1,764	56.12	98,995.68
7	—	Oxwall 3000 drill press stand	3,442	24.73	85,120.66
8	—	Skil ⅜ var/rev xtra tool	917	79.77	73,149.09
9	—	Portalign drill guide	3,443	21.18	72,922.74
10	—	Skil 7¼" circ saw 13/4 HSP	949	73.61	69,855.89
11	—	McGraw Edison 5" bench grinder	1,550	43.89	68,029.50
12	—	Dremel 4" tilt table saw	628	103.79	65,180.12
13	—	Burgess airless paint sprayer	1,597	39.60	63,241.20
14	—	Skil 16" deluxe chain saw	313	198.82	62,230.66
15	—	Wen 3" belt grinder	1,046	57.26	59,893,96
16	—	Dremel motor shop saw/sander combo	684	84.02	57,469.68
17	—	Miller paint sprayer w/acess	711	78.31	55,678.41
18	—	Wen power tool task force	543	101.01	54,848.43
19	—	Wen elec pencil w/carbide tip	6,351	8.19	52,014.69
20	—	Lenk 25W soldering iron	6,924	5.76	39,882.24

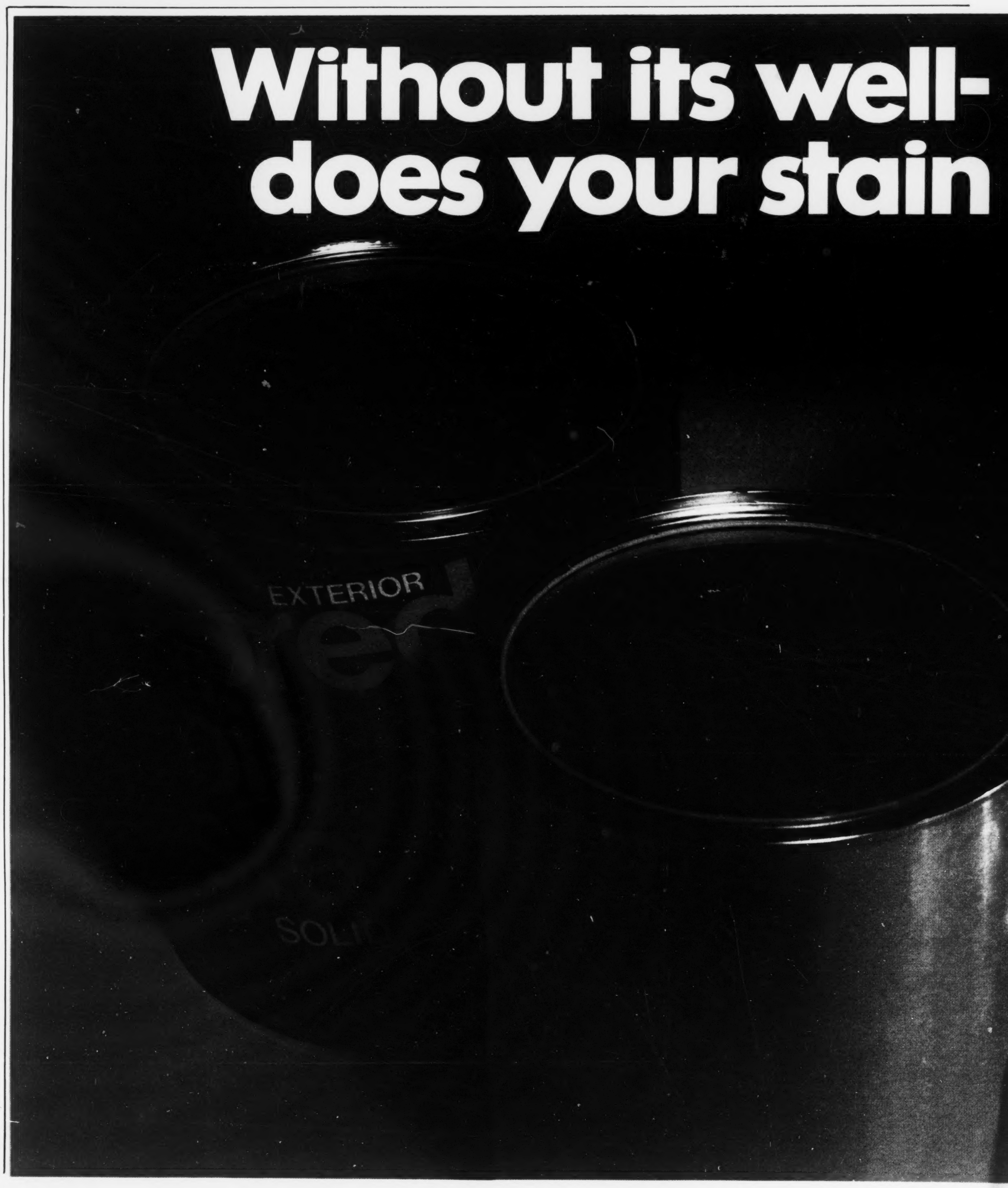
PLUMBING

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Al/Amer white wood toilet seat	15,590	7.68	119,731.20
2	5	Flo plastic pump, pedestal	1,556	64.80	100,828.80
3	1	U-Plm toilet tank repair kit	16,356	6.09	99,608.04
4	10	Flo cast iron pump, pedestal	1,308	72.91	95,366.28
5	3	Manco duct tape 2" x 60 yd	18,856	5.01	94,468.56
6	8	Flo cast iron pump, submers	890	100.54	89,480.60
7	11	Flotec sump pump, submersible	1,655	49.91	82,601.05
8	13	Flo plast pump, submersible	839	91.53	76,793.67
9	—	Manco fire guard duct tape	11,640	4.25	49,470.00
10	—	Nasco master plumber qt	36,024	1.31	47,191.44
11	15	U-Plm J-hend 1½ chrome	9,398	4.76	44,734.48
12	—	U-Plm P-trap 1¼ bathroom	7,174	6.09	43,689.66
13	20	Flo bronze pump, pedestal	393	109.60	43,072.80
14	—	Flotec 115V pump system	882	48.58	42,847.56
15	17	U-Plm P-trap 1½ kitchen	5,840	7.11	41,522.40
16	—	Keystone portable add-a-shower	2,090	19.74	41,256.60
17	—	U-Plm J-bend 1¼ chrome	8,420	4.36	36,711.20
18	7	Flotec drill pump	5,410	6.67	36,084.70
19	6	Oatey 50/50 SW solder 1-lb	3,450	10.47	35,121.50
20	14	U-Plm toilet ballcock complete	6,204	4.67	28,972.68

PAINT

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Borden krylon gloss wht 13-oz	27,108	2.23	60,450.84
2	2	Borden krylon gloss blk 13-oz	20,316	2.23	45,304.68
3	—	Borden krylon semi-flat blk	14,700	2.23	32,781.00

(Continued on page 45)



HOME LIGHTING CENTER
GE
GENERAL HOME LIGHTING
COLORS
3-WAY

BRIGHTER DAYS. Light bulbs are traditional traffic builders for most discounters. This Home Lighting Center is in Fisher's Buckeye, Wooster, Ohio. (DSN photo)

HARDWARE

(Continued from page 44)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
PAINT					
4	3	2766/7792 Rust gloss wht 13-oz	9,936	2.89	28,715.04
5	10	Borden krylon flat wht 13-oz	12,660	2.23	28,231.80
6	8	634/7779 Rust gloss blk 13-oz	9,708	2.89	28,056.12
7	15	Deft clear semi-gloss gal	1,628	15.86	25,820.08
8	17	Deft clear semi-gloss 13-oz	8,010	3.20	25,632.00
9	—	Defthane clr polythne satin gal	1,260	18.28	23,032.80
10	—	Defthane clear polythne gloss qt	3,696	6.12	22,619.52
11	—	Borden krylon crystl clear 13-oz	9,755	2.23	21,753.65
12	—	Defthane clr polythne satin qt	3,468	6.12	21,224.16
13	13	Trip wood stain Amer wlnt qt	4,230	5.00	21,150.00
14	20	Borden krylon antique wht 13-oz	9,726	2.23	20,685.48
15	—	Borden krylon brite silver 13-oz	9,204	2.23	20,524.92
16	5	2766/7792 Rust gloss wht qt	4,099	4.93	20,208.90
17	6	Deft clear semi-gloss qt	3,636	5.53	20,107.08
18	—	Borden krylon grey prmr 13-oz	9,000	2.23	20,070.00
19	—	Borden krylon rust magic 13-oz	8,748	2.23	19,508.04
20	—	634/7779 Rust gloss blk qt	3,852	4.93	18,990.36
ELECTRICAL					
1	—	3302/UT4/2316 Rd cord out	7,208	16.10	116,048.80
2	—	DR600RC Lutron UL rotary dimmer	21,813	4.59	100,121.67
3	—	3354/UT450/2166-85 Rd cd ext	10,078	9.17	92,415.26
4	—	1000/AP15 USPR/Powr un/cabinet ltlt	10,663	8.23	87,756.49
5	—	U100 Alliance tena-rotor automatic	947	60.01	56,829.47
6	—	4465/681 25′ Trbl lite mtl guard	6,306	8.80	55,492.80
7	—	T45 Alliance tenna-rotor manual	1,025	52.06	53,361.50
8	—	DR600PC Lutr UL dmmr psh on/off	10,067	5.18	52,147.06
9	—	4170/151-6-8 ½ Clamp-on light	8,927	5.36	47,848.72

(Continued on page 46)

Discount Store News

PMA®

6th Annual Product Movement Audit

Energy Savers, DIY Items Hot

(Continued from page 44)

Dynamark's 12- and 16-in. gas-powered chain saws, reflected shifts in Stem's own purchasing program rather than in consumer demand for the product which Petti described as "greater than ever."

One newcomer to the top 20 listing which will be getting closer dealer scrutiny in 1980 is Rockwell's 8-in. motorized table saw. Carrying an average price ticket of $179.20, its performance in 1979 was a sign to many buyers that there was a growing opportunity for them. to sell step-up goods.

BLACK & DECKER: For the second year in a row, B & D's 7¼-in. circular saw was the runaway best seller in the power tool category, exceeding 1978's sales by nearly 50%.

Sales of the other top-ranking B & D products—the single height Workmate, ⅜-in. variable speed drill (#7127) and the 5½-in. circular saw (#7300)—more than doubled, while sales of the (#7504) double insulated jigsaw were up 33%.

LAWN AND GARDEN: String trimmers were once again the leading sellers, although unit volume was hurt by True Temper's decision to get out of the power tool business and to concentrate on hand tools.

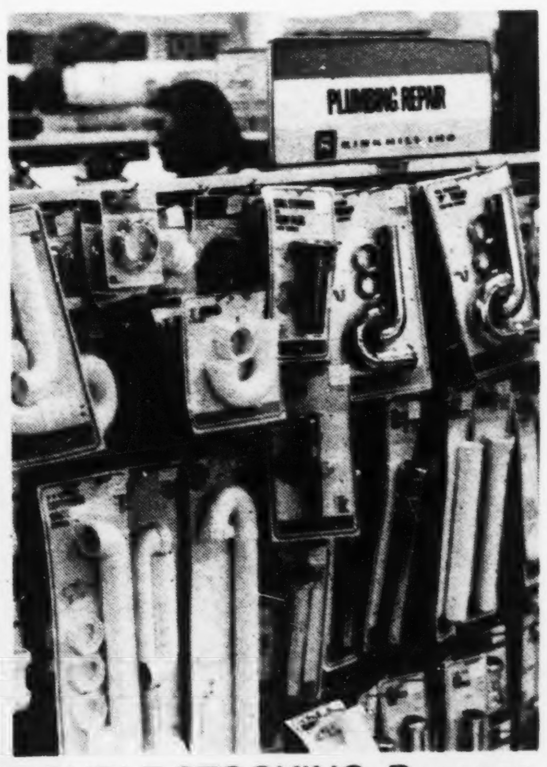
Still, its decision did not prevent its 10-in. electric trimmer from leading the field in dollar sales with its $26.74 price ticket.

Two other entries, a low-end off-brand model (9300 VIL/Blk) at $17.36, and Toro's step-up cordless trimmer at $60.61 also sold well.

(The 50% drop registered in B & D's promotional, nylon line trimmer was mostly due to supply problems, rather than market saturation, according to Petti.)

Other staples, a 50-ft. two-

(Continued on page 46)



DOUBLE STOCKING. Because PVC has been steadily gaining in popularity over the past few years, many discounters are now stocking plastic plumbing products alongside traditional metal ones. (DSN photo)

Glidden
EXTERIOR
spred
oil
stain
SEMI-TRANSPARENT
DANGER!
COMBUSTIBLE PAINT.
HARMFUL OR FATAL IF SWALLOWED.
See Other Cautions On Side
Glidden

known label, what have to offer?

[illegible] Stain. It's equal to any other high quality stain on the market.

2. More Colors. Less Stock. [illegible] so you use less shelf space to stock our stain. But you don't sacrifice anything when it comes to colors. Glidden Spred Oil Stain gives you a selection equal to any major competitor. 83 of the most popular solid and semi-transparent colors.

3. Fast Turnover. Because our stain comes with the famous Glidden Spred name, you'll benefit from the total Glidden multi-million dollar advertising and promotional program. Including television and national consumer magazines. Plus a complete in-store merchandising program featuring decks, color cards, actual stained panels, and point-of-sale promotion packages.

4. Less Settling. Less Stirring. A special Glidden formula keeps pigment in suspension longer. Minimizes premature settling in the can.

Need more reasons? Here's one: our exclusive Red Box program that contains everything you need to know about selling Glidden Spred Oil Stain for profit. Contact your local Glidden representative for full details. Or call Wayne Kilbey, National Dealer Sales Manager, Glidden Coatings & Resins, 900 Union Commerce Bldg., Cleveland OH 44115 (216) 771-5121.

SCM® GLIDDEN COATINGS & RESINS
SCM CORPORATION, CLEVELAND, OHIO 44115

HARDWARE

(Continued from page 45)

ELECTRICAL

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
10	—	P220 Manco ¾ x 66 vinyl elec tape	40,158	1.17	46,984.86
11	—	4484/D225 25′ Trbilite plastic guard	7,056	5.99	42,265.44
12	—	3101/Pt4100 16/2 Rnd cord ext out	2,532	13.84	32,551.68
13	—	OLC 5 Hemco outdoor lite control	3,376	8.70	32,503.20
14	—	3656 16/3 100′ Cord ext arctic	1,078	27.35	29,483.30
15	—	206/A106 6′ Bm 18/2 cord ext ind	41,754	0.70	29,227.80
16	—	3653 16/2 100′ Cord ext arctic	1,304	21.81	28,440.24
17	—	DR603 PC Lut 3-wy dmmr psh on/off	3,101	8.82	27,350.82
18	—	3327/UT425 16/3 Rd cord ext outdoor	4,250	5.67	24,097.50
19	—	306 A106 6′ Wht 18/2 cord ext indoor	34,360	0.70	24,052.00
20	—	DNG600PC Lutr dmmr psh on/off lt	2,711	8.58	23,260.38

HOME IMPROVEMENT

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Yale LW5 entrance lockset boxed	32,631	11.83	386,024.73
2	2	Yale LW1 entrance lockset boxed	26,250	11.83	310,537.50
3	3	Master padlock comb 15000	58,546	3.19	186,761.74
4	4	Stormking door closer	23,710	5.09	120,683.90
5	8	Sec adjustable door closer	21,433	4.99	106,950.67
6	6	Yale single deadbolt	5,422	17.52	94,993.44
7	—	SK15 Sec storm dr latch	14,740	5.93	87,408.20
8	14	Galv city rural mail box	14,342	5.48	78,594.16
9	12	SK600 Sec knob latch close	12,788	5.95	76,088.60
10	—	SK950 Sec pshbttn ltch	11,190	6.00	67,140.00
11	—	Master padlock warded	28,985	2.28	66,085.80
12	9	Yale tumbler spring catch	7,161	7.96	57,001.56
13	—	Dexter entrance lock SP3632	3,115	16.61	51,740.15
14	18	SK960 Sec Colonial pushbutton latch	7,890	6.32	49,864.80
15	7	Yale dbl deadbolt V3221A	1,902	25.67	48,824.34
16	—	Yale passage lockset box	6,593	6.60	43,513.80
17	20	Taylor night latch	6,808	6.11	41,596.88
18	—	Common nails 1-lb box	44,550	0.93	41,431.50
19	—	Dexter SP4003 sing deadbolt	3,692	11.03	40,722.76
20	11	Sec SK12 adjust hyd door clos	5,370	7.02	40,224.60

PAINT SUNDRIES

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	WD-40 Rush preventative 9 oz	89,837	2.15	193,149.55
2	2	Macco liquid nail adhesive	108,528	1.33	144,342.24
3	—	EZ/Ideal 4-pc brush set	69,312	1.45	100,502.40
4	6	WD-40 Multiuse lub	36,744	2.61	95,901.84
5	7	10¼B Viking caulking gun	43,596	1.97	85,884.12
6	3	Masking tape ¾ x 60 yd	133,970	0.64	85,740.80
7	5	LC130 Macco white acrylic ltx caulk	43,800	1.80	78,840.00
8	10	P786/2061/330 Mask tape 2″	38,826	1.96	76,098.96
9	4	Krazy Glue 7-oz	50,156	1.37	68,713.72
10	—	Ideal 9″ rlr/tray set 901S	37,255	1.75	65,196.25
11	—	P786/206/330 Mask tape ½″	39,384	1.47	57,894.48
12	11	Savo paint remover paste, gal	6,068	9.48	57,524.64
13	13	GE clear seal 3-oz	20,737	2.61	54,123.57
14	15	GE white tub seal 3-oz	20,399	2.60	53,037.40
15	17	Borden carpenter glue 8-oz	29,760	2.60	53,037.40
16	—	Ideal 9″ delux 3-pc paint kit	16,776	3.15	52,844.40
17	—	P786/2061/330 Masking tape 1″	50,400	1.00	50,400.00
18	9	Macco caulking compound	62,758	0.79	49,578.82
19	—	Ideal twin cover	51,864	0.89	46,158.96
20	18	Savo paint remover nonflam liq gal	3,216	13.28	42,708.48

LAWN & GARDEN

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	T/T 7550 Trimmer elec 10″	7,339	26.74	196,244.86
2	—	9300 VIL/BLK Gas trimmer nyl line	7,830	17.36	135,928.80
3	1	500-50 Color ½ vinyl 2-ply hose	31,930	3.57	113,990.10
4	—	Toro cordless trimmer 51550	1,852	60.61	112,249.72
5	11	SLR Tempr l&handle rnd pt shovel	18,520	5.92	109,638.40
6	5	T/T 7600 Cordless weed whip 6″	3,689	29.54	108,973.06
7	—	Toro trimmer weeder 1100	1,797	56.70	101,889.90
8	7	Tempr SL22 springback leaf rake	14,809	6.51	96,406.59
9	—	Raid 1601 outdoor fogger 16.5	22,356	3.81	85,176.36
10	12	Melnor 61 rain osc sprinkler	16,488	5.'4	84,748.32
11	—	Toro trimmer weeder gas 1400	407	201.14	81,863.98

(Continued on page 49)

Discount Store News

PMA®

6th Annual
Product Movement Audit

Energy Savers, DIY Items Hot

(Continued from page 45)

ply hose, two Temper shovels and Melnor's rain oscillating sprinkler showed a considerable decline in both unit and dollar sales against 1978. These losses may, in part, be explained by the difficulty many dealers had with holding prices on seasonal goods. On the other hand, buyers say lawn and garden department sales should be buoyed by skyrocketing gas prices which will keep many more consumers at home and gardening.

HAND TOOLS: Bernz fuel cylinders led the list, which showed that once again basics were carrying the department.

Stanley's assortment of Powerlock tapes, for example, were strong movers, proving out buyers' prediction that the group would continue to sell well despite price increases of approximately 12%.

Other favorites that are still going strong are Arrow staple guns, Bernz propane blow torch, and torch kit with plastic box.

PLUMBING: Five of 1979's top 10 were sump pumps.

In 1978, buyers gave the category good performance marks but generally felt the item was too seasonal and high priced to generate much traffic in discount stores.

The Reason Why

Last year, however, unusually wet spring and fall months coupled with heavy regional flooding made the category a best seller, and models with price points ranging from $49.91 to $100.54 bettered the previous year's volume by more than by two to one.

Other top sellers in the plumbing department: a promotional white wood toilet seat ($7.68) and U-Plumb's toilet tank repair kit ($6.09).

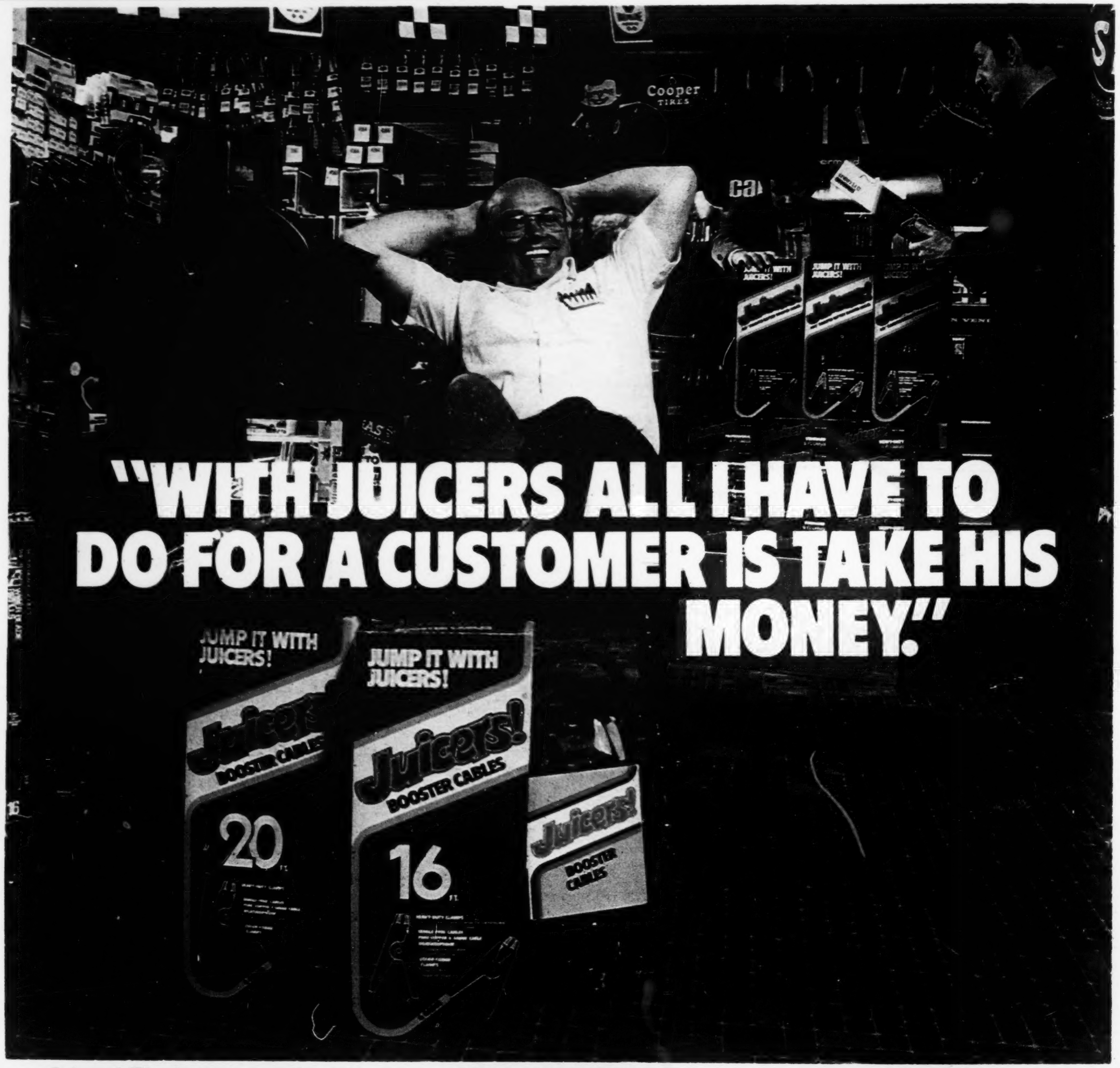
ELECTRICAL: For the second year in a row, dimmers and extension cords dominated sales. Last year's top performer was an outdoor extension cord with an average ticket price of $16.10.

Lutron's rotary dimmer, which led in 1978 in dollar sales, dropped to second place in 1979, but still showed an 11% gain.

HOME IMPROVEMENT: The selection of products demonstrates an area of growing concern to consumers: home security.

For the third year in a row, Yale's low-priced (LW 5) entrance lockset led the category, and higher-priced single deadbolts ($17.52) were making a strong showing. Double deadbolts, however, which had taken off two years ago, made a poor showing in 1979.

(Continued on page 49)



Juicers! The hottest new line of booster cables in the aftermarket in 1977. And this year Juicers delivers more sales power with new cable lengths, packaging, more price points—more profit for you.

MORE LENGTH.

When we found out demand for Juicers included more cable lengths, we did something about it. But we didn't just add a few random numbers.

We added the right cables. Fast-seller cables. With quality features and price points you can profit from—now in 8-, 12-, 16- and 20-foot lengths.

MORE STRENGTH.

Like we said. We added more than just length to Juicers line. We added strength—new packaging and price points, just jumping with profit potential.

New Juicers includes: Juicers in sleeves. Eye-catching packages with seven of our fastest selling 8-, 12-, and 16-foot cables.

Plus: Juicers in poly-bags. Super economy cables shipped to you into a self-stocking quantity merchandiser.

And important price points for the volume selling you need.

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JUICERS STARTER PACKAGE PLUS.

Last year's popular Merchandising Starter package is still available. With four 12-foot, quality cables in Economy, Standard, Heavy-duty and Professional styles.

But if you want to supplement your Starter Package, you can. With a choice of two, 16-foot lengths—one Heavy-Duty and one Professional. Plus, one 20-foot Professional style. All boxed, built to last, and tangle-free.

Call Andy Micklos, National Sales Manager, to find out more about Juicers.

Discount Store News

PMA®

6th Annual Product Movement Audit

DIY Items Hot

(Continued from page 46)

ENERGY SAVERS: Energy-saving products continued to rank high on consumer shopping lists last year. One product in particular, Perfection's portable space heater, turned in an outstanding performance with unit sales showing a 42% increase.

Plastic window sealers were also strong sellers again last year as consumers tried to save on heating bills by covering windows with protective plastic sheets. Their prices, however, like those of other petroleum-based items, registered substantial increases over last year.

PAINT SUNDRIES: Krazy Glue dropped from first place to ninth last year, replaced by WD-40's 9-oz. can of Rust Preventative.

Basics continued to carry the department. Masking tapes, caulk, paint remover, sealers and adhesives all continued to do a good job for discounters.

PAINT: The most popular products in last year's PMA were Borden's Krylon white and black gloss paints which continued to hold the No. 1 and 2 spots they grabbed last year.

Other Stem-supplied best-sellers were Borden's Krylon semi-flat black and Rustoleum gloss white.

PROMO POWER. Often hard-to-get promotional power tools continue to be a crucial and best-selling staple of Woolco and other discount store hardware departments. (DSN photo)

HARDWARE

(Continued from page 46)

LAWN & GARDEN

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
12	3	Keller 58-P leaf/lawn rake	33,120	2.45	81,114.40
13	6	SLO Tempr l&handle rnd pt shovel	15,582	5.17	80,558.94
14	8	SB14 Tempr bow rake	13,920	5.78	80,457.60
15	—	Toro 51100 10" elec chain saw	1,343	58.06	77,974.58
16	—	Raid house/garden 1671	24,960	3.12	77,875.20
17	19	Cardinal garden glove	44,640	1.42	63,388.80
18	—	Prmnt 700PM edge trmr ¾ HSP	994	62.00	61,628.00
19	—	Melnor 970C gun hose nozzle	44,563	1.38	61,496.94
20	—	LR22 Tempr lawn rake	10,560	5.76	60,825.60

ENERGY SAVERS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	730 Perfection portable heater	10,824	34.88	377,541.12
2	—	G2420 Garbage bag HD 26 gal/20cn	151,795	2.42	367,343.90
3	—	BTP650 Cherrin 6 x 50 poly plast	13,716	7.44	102,047.04
4	—	16' Aluminum extension ladder	1,715	57.47	98,561.05
5	—	24' Aluminum extension ladder	788	101.03	79,611.64
6	—	5' Wood stepladder	3,476	22.26	77,375.76
7	—	BTP 850 Cherrin 8 x 50 poly plastic	7,662	9.91	75,930.42
8	—	6' Alum stepladder household	1,930	38.73	74,748.90
9	—	2' Wood step stool	8,130	8.89	72,275.70
10	—	20' Alum extension ladder	872	80.47	70,169.84
11	—	050/17000 Clear vinyl runner 27 x 152	575	115.87	66,625.25
12	—	30 x 60 Plaskolite .100 clear plastic	4,240	15.28	64,787.20
13	—	6' Wood stepladder special	2,515	25.69	64,610.35
14	—	X18A T/Temper alum snow shovel	8,766	7.16	62,764.56
15	—	Hoyne clear mirror tile	4,744	13.13	62,288.72
16	—	32 x 42 Plaskolite .100 clear plast	5,320	11.41	60,701.20
17	—	BTP350/MS750 Cherrin 3' x 50'	14,869	3.85	57,245.65
18	—	40302-36-1 Peer chain PRF-1/4-1	441	128.63	56,725.83
19	—	24 x 30 Plaskolite .100 clear plastic	8,880	6.13	54,434.40
20	—	28 x 32 Plaskolite .100 clear plastic	7,130	7.61	54,259.30

Black & Decker products have been broken out separately this year to better reflect product movement in the power tool category.

BLACK & DECKER

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	7308 7¼" circ saw	22,459	30.32	680,956.88
2	—	79-001 Workmate single ht	10,999	40.21	442,269.79
3	—	7127 ⅜" Var speed drill	22,777	18.69	425,702.13
4	—	7300 5½" Circ saw	13,724	23.58	323,611.92
5	—	7504 Jig saw dbl insul	23,700	11.09	262,833.00
6	—	7104 ⅜" Drill	18,373	13.79	253,363.67
7	—	7404 Sander dbl insul	13,263	17.77	235,683.51
8	—	79-001 Workmate 29" dual ht	1,811	84.51	153,047.61
9	—	7390 7¼" Deluxe circ saw	3,360	39.21	131,745.60
10	—	7190 ⅜" Drill	4,134	26.48	109,468.32
11	—	7580 Var speed jig saw	4,241	25.27	107,170.07
12	—	8206 Grass trimmer nylon line	5,532	16.43	90,890.76
13	—	79-020 Bench top workmate	2,672	33.64	89,886.08
14	—	7530 Jig saw 2-speed	4,938	17.53	86,563.14
15	—	7480 Sander/orbital ½T	1,869	35.72	66,760.68
16	—	71-013 13Pc H/S drill set	5,598	7.99	44,728.02
17	—	7900 5" Bench grinder	1,445	28.33	40,936.85
18	—	7554 Reciprocating saw	758	50.95	38,620.10
19	—	71-015 Dial-A-Matic 1/16-1	4,592	8.06	37,011.52
20	—	7436 Sander dual/act ⅓SHT	1,220	25.94	31,646.80

Source: Stem Distributing

Funny, security never sold like this before.

KEEP YOUR HANDS OFF MY STUFF.
KEEP OUT
LOCK NESS MONSTER
Lock onto some Back to School Security
SnapShuts

SnapShuts: The Big Back-to-School Craze!

Lock designs with kids in mind. Looks and style that shout, "Hey! That's me." Statements as unusual as the young lifestyles of today. But a lot more practical and affordable.

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SnapShuts are rugged and perfect for locker rooms. Displayed for young impulse-buyers in colorful, kooky six and twelve packs. Get the great new fad in padlocks selling for you. Contact your Corbin Cabinet Lock representative.

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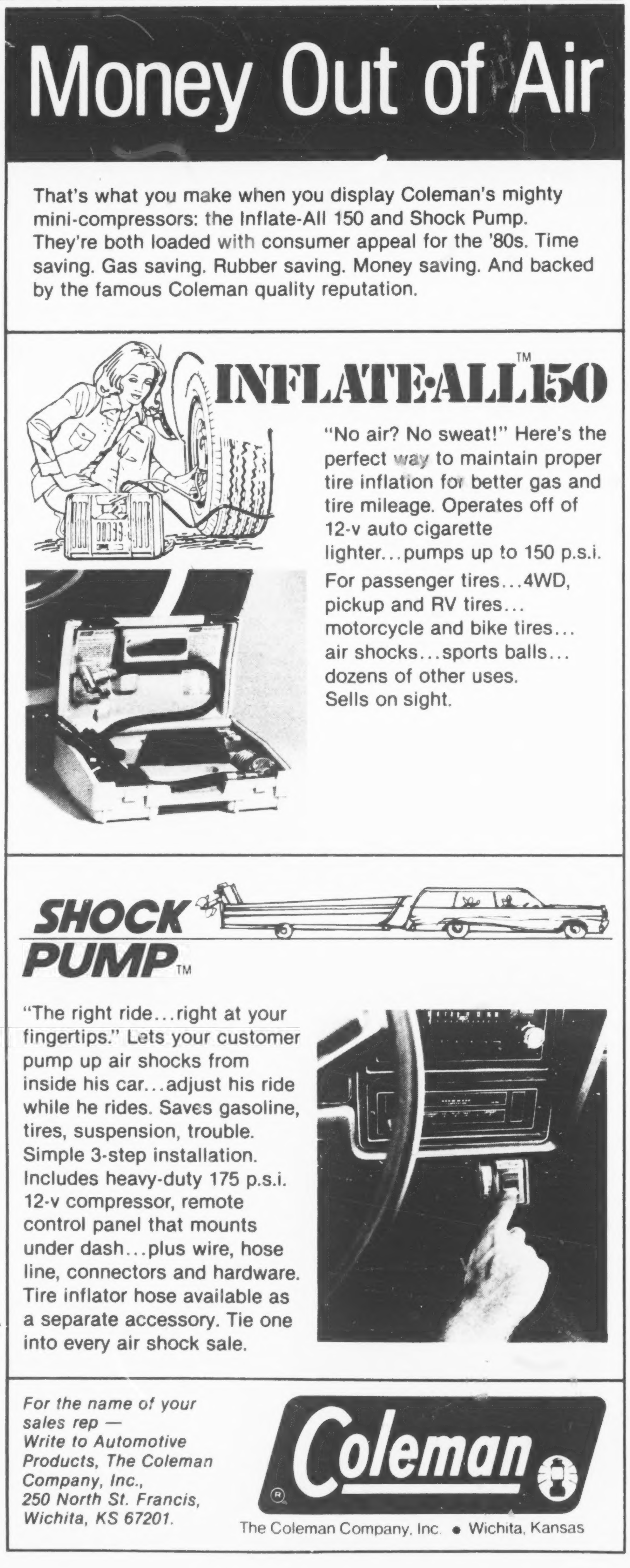

Money Out of Air

That's what you make when you display Coleman's mighty mini-compressors: the Inflate-All 150 and Shock Pump. They're both loaded with consumer appeal for the '80s. Time saving. Gas saving. Rubber saving. Money saving. And backed by the famous Coleman quality reputation.

INFLATE-ALL 150™

"No air? No sweat!" Here's the perfect way to maintain proper tire inflation for better gas and tire mileage. Operates off of 12-v auto cigarette lighter...pumps up to 150 p.s.i.

For passenger tires...4WD, pickup and RV tires... motorcycle and bike tires... air shocks...sports balls... dozens of other uses.

Sells on sight.

SHOCK PUMP™

"The right ride...right at your fingertips." Lets your customer pump up air shocks from inside his car...adjust his ride while he rides. Saves gasoline, tires, suspension, trouble. Simple 3-step installation. Includes heavy-duty 175 p.s.i. 12-v compressor, remote control panel that mounts under dash...plus wire, hose line, connectors and hardware. Tire inflator hose available as a separate accessory. Tie one into every air shock sale.

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Discount Store News

PMA®

6th Annual
Product Movement Audit

Maul, Axe, Wedge Log Strong Biz

Hardware product trends pinpointed by dealers in late 1978 continued to hold true throughout 1979, according to the Product Movement Audit figures supplied by Hardware Distributors, Secaucus, N.J.

Woodchopping tools, which were expected to perform well as energy-conscious consumers jumped on the wood-burning stove and fireplace bandwagon, had a strong season.

The most popular item in this category and in the hand tool category as a whole was a 6-lb. maul which retailed for $19.99. Other wood-related best-sellers included a single-bit axe, and a 4-lb. splitting wedge.

Arrow's T50 staple gun and tacker also sold well, ranking second in overall category sales.

Lose Ground

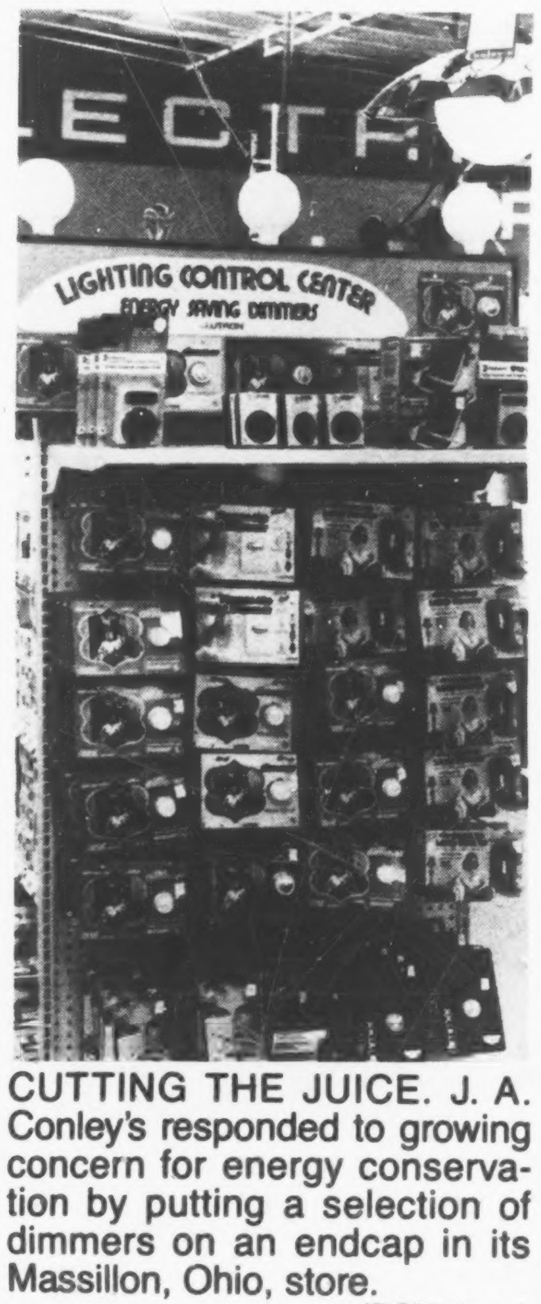
The five-piece imported wrench set, however, which had topped the list in 1978, dropped to fifth place last year despite maintaining an attractive $4.99 promotional price point.

Angle wrench, hack saws, pliers and other department staples continued to provide the department with meat and potato sales.

In power tools, Black & Decker's promotional (#7504) jigsaw captured first place in 1979's audit, unseating the 7¼-in. circular saw which had held first place the year before.

Unfortunately, the promotional tool supply problems which dogged the giant manufacturer last year soon became

(Continued on page 54)



CUTTING THE JUICE. J. A. Conley's responded to growing concern for energy conservation by putting a selection of dimmers on an endcap in its Massillon, Ohio, store.
(DSN photo)

HARDWARE

Figures for these hardware PMA tables cover the calendar year 1979. They were supplied by Hardware Distributors, Secaucus, N.J. Hardware Distributors covers 350 stores, including 141 discount department stores, in 20 states east of the Mississippi River. Average retail prices listed by the distributor reflect typical price points for discount clients.

HAND TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Council 6-lb Woodchopper maul 361	4,079	19.99	81,539.21
2	Arrow T50 Staple gun tacker	2,704	19.99	54,052.96
3	Ames Sngl bit axe 32 in hndl	2,113	16.99	35,899.87
4	Top-Qual 5-pc Comb wrench set	6,337	4.99	31,621.63
5	Council 8-lb Sledge hammer W/32 in	1,367	19.99	27,326.33
6	Cooper Grp Y25 ¾x25 ft Yel Mezurlok	2,227	11.99	26,701.73
7	Top Qual 5-pc Open-end wrench set	3,576	5.99	25,570.55
8	Peterson C10CR Vise-Grip wrench	3,316	7.49	24,836.84
9	Omega Tool 514 14-in Pipe wrench	2,408	9.99	24,055.92
10	Council 4-lb Splitting wedge red	3,312	6.99	23,150.88
11	Fuller Tool 7218 16-0z Stl claw hammer	3,151	6.99	22,025.49
12	Arrow JT21 Junior staple gun	2,138	9.99	21,358.62
13	USM Corp. K110 Pop-rivetool kit	2,138	8.99	21,396.20
14	Fuller tool 8-in Adj angle wrench #8	3,576	5.99	21,420.24
15	Fuller 10-in Adj angle wrench #1	2,569	7.49	19,241.81
16	Fuller 192-6½-in Longnose pliers	3,366	5.29	17,806.14
17	Stanley H1265 8- to 12-in Adj hack	2,349	7.49	17,594.01
18	Stanley 1222 ½ 12-in Comb square	2,881	5.99	17,257.19
19	Petersen C5WR Vise-Grip wrench	3,025	5.59	16,909.75
20	Channelock 420G 9-in Pump plier	2,150	7.49	16,103.50

HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Gemini ST10 Mailbox RFD#1 galv	2,911	6.79	19,765.69
2	Ferum Grey shelf brackets 10x1	19,081	0.89	16,982.09
3	Arno Tapes RT25 2-in Ductape	10,033	1.79	16,955.77
4	Gemini RK10 RFD#1 Mailbox kit	662	21.99	14,557.38
5	Gemini ST10B Mailbox RFD#1 black	1,966	7.29	14,332.14
6	Ideal SK600 Tulip knob latch silver	1,918	6.99	13,406.82
7	Ferum Shelf bracket 8x10 gray	22,674	0.59	13,377.66
8	Gemini ST15 Mailbox RFD#1-½ G	817	14.99	12,246.83
9	Arno Tapes B704 14 yds Tiger tape	4,223	2.89	12,204.47
10	Arno Tapes B701 4 yds Carpetak cloth	7,344	1.49	10,942.56
11	Gemini PBK Mailbox post black	1,203	8.99	10,814.97
12	Ideal Sec SK95 Doorcloser silver	2,178	4.99	10,868.22
13	Amalgamated NBH65 50 ft Nylon braid rop	3,228	3.29	10,620.12
14	Hyko Prods MM2 96pc 1-in Letters & numbers	7,928	1.29	10,227.12
15	All Amer 50# Bulk 10D common nails	372	24.50	9,114
16	Ideal Sec SK11 Pushbutton latch silver	1,393	6.99	9,737.07
17	Amalgamated NT184 275 ft Nylon twine ro	6,190	1.59	9,842.10
18	Homecraft Brown cork board 12x12 4	5,575	1.69	9,421.75
19	Gemini Alio mailbox RFD#1 alumi	833	10.99	9,154.67
20	Ideal Sec SK11AC Pushbutton latch	1,267	6.99	8,856.33

POWER TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B&D 7504 Jig saw	15,246	10.99	167,553.54
2	B&D 79001 v/p dlx Workmate	1,492	79.99	119,345.08
3	B&D 7308 7¼-in Circ saw	2,358	30.99	73,074.42
4	B&D 7300 5½-in saw	3,025	23.99	72,569.75
5	B&D 7404 Finishing sander	2,953	17.99	53,124.47
6	B&D 7530 2-spd Jig saw	2,989	17.99	53,772.11
7	B&D 79-003 Workmate single h	1,058	22.99	38,439.28
8	B&D 7130 ⅜-in Value plus drill	1,672	13.99	35,968.29
9	B&D 7127 ⅜-in Drill vsr	1,446	18.99	27,459.54
10	B&D 79020 Table top Workmate	781	34.99	27,327.19
11	B&D 7190 ⅜-in drill vsr	944	26.99	25,478.56
12	B&D 7004 ¼-in drill	2,100	10.99	23,079.00
13	B&D 7580 vs Jig saw ⅓-hp v	379	54.99	20,841.21
14	Shelton 5-gal Wet/dry vacuum cln	379	69.99	21,066.99
15	All Power P30 Pedestal sump pump 1	131	89.99	11,788.69
16	B&D 7204 ½-in drill	376	26.99	10,148.24
17	Wen PR19 18-in Belt Sander bl	198	54.99	10,888.02
18	Wen 943 2-spd Sander/polish	197	54.99	10,833.03
19	Flotec U16 Utility sump pump	191	59.99	10,503.09
20	B&D 7390 v/p 7-1-in Dlx cir	189	43.99	8,314.11

(Continued on page 54)

Solve six of your customers' worst glue problems with one handy package.
NEW TECHNOLOGY
ANOTHER PRODUCT OF LOCTITE TECHNOLOGY
DURO
DEPEND
NO MIX Adhesive
• Out-performs ordinary glues
• Works on oily and porous surfaces
• Durable, water resistant
• Epoxy strong
• Bonds in 60 seconds
DURO DEPEND
DEPEND ACTIVATOR
NET .12 FL. OZ. (3.5 ml)
ADHESIVE: NET .16 FL. OZ. (4.8 ml)
ACTIVATOR: NET .12 FL. OZ. (3.5 ml)
MTB-1

HARDWARE

(Continued from page 52)

ELECTRICAL

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Carol Cbl 03354 16/3 50 ft Red orang	10,842	9.99	108,311.58
2	Carol Cbl 03302 16/3 100 ft Red orang	5,096	18.99	96,773.04
3	Gemini J-51 Element TV anten	713	69.99	49,902.87
4	Manco tape ¾x60 ft PVC u/l electri	38,082	0.99	37,701.18
5	Gemini Solid state rotor MR-2	534	59.99	32,034.66
6	Gemini G-18 18 Element TV anten	920	31.99	29,430.80
7	Roger Elec. TV wire roam 100 ft TVF	3,729	7.79	29,048.91
8	Gemini G-26 26 Element TV anten	512	49.99	25,594.88
9	Gemini HD10 9-ft Steel antenna m	2,950	8.29	24,455.50
10	Cable Elec 6013-9 9 ft Ext cord brn	19,750	1.19	23,502.50
11	Carol Cbl 03151 16/2 50 ft Red orang	2,496	8.99	22,439.04
12	Gemini G-12 12 Element TV anten	979	21.99	21,528.21
13	Gemini Ind ant 12 posit gem-20	1,426	14.99	21,375.74
14	Roger Elec Shielded TV wire 100 ft	1,063	19.99	21,249.37
15	Cable Elec 6013-6 6-ft Ext cord brn	21,100	0.99	20,889.00
16	Carol Cabl 03327 16/3 25 ft Red orang	3,150	6.49	20,443.50
17	Carol Cabl 03703 16/3 100 ft Flat or	932	17.99	16,766.68
18	Cabl Elec 6013-15 15 ft Ext cord b	11,830	1.39	16,443.70
19	Carol Cabl 03752 16/3 50 ft Flat orn	1,581	9.49	15,003.69
20	Roger Elec TV wire clear 100 ft TV	3,711	3.99	14,806.89

GLUES, LUBRICANTS AND ADHESIVES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	G200BX Krazy glue 2gm	44,399	1.59	70,594.51
2	Gripper super glue SGH	30,265	0.99	29,962.35
3	NO 910 Eastman adhesive	16,692	1.79	29,878.68
4	SUP1 Super glue 3gm tu	17,455	1.69	29,498.95
5	Woodhill GM1 Gluematic pen	5,040	3.79	19,101.60
6	Miracle 401 6 oz Acrylic caulk wh	7,272	1.79	13,016.88
7	Clear seal GE2562 01DP	4,259	2.99	12,734.41
8	Weldit cement 1½ oz	10,068	1.19	11,980.92
9	Tub seal GE 2561 71D	3,821	2.99	11,424.79
10	WD-40 9-oz can lubricant	3,769	2.39	9,007.91
11	Woodhill LS1 Liquid steel filler	4,884	1.49	7,277.16
12	Boyle 8596 ¼-lb Can plastic wood	5,999	1.19	7,138.81
13	Woodhill NJ1 Naval jelly 8 fl oz b	2,683	2.49	6,670.67
14	Woodhill TPX5 E-pox-e glue clear 3	3,900	1.69	6,591.00
15	Advance 2902 Instant vinyl	3,435	1.89	6,492.15
16	Weldit Leak stopper 1½ oz	4,320	1.49	6,436.80
17	Woodhill EPX1 E-pox-e glue 1 fl oz	4,280	1.49	6,377.20
18	Borden E810 Contact cement 1 oz	6,888	0.89	6,130.32
19	Ruscoe P612 Pliobond glue 3 oz b	3,192	1.79	5,713,68
20	Woodhill PR1 Plastic rubber black	3,565	1.59	5,668.35

LAWN AND GARDEN

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Toro 51225 Trimmer No 900	17,427	24.99	435,500.73
2	Toro 51425 Trimmer No 1200	2,400	59.99	155,976.00
3	B & D 8206 Spin grass trimmer	8,146	17.99	146,546.54
4	Toro 51325 Trimmer No 1100	2,431	49.99	121,525.69
5	Toro 51550 cordless trimmer	2,000	59.99	119,980.00
6	Plymouth ½ x 50 ft 100% vinyl	22,874	3.99	91,267.26
7	Union Fork AR248F No 2 LH Shovel round	8,172	7.99	65,294.28
8	Plymouth ½ x 50 ft Nylon reinfc	10,098	5.99	60,487.02
9	Plymouth ⅝ x 50 ft Hi pres rubb	5,334	9.99	53,286.66
10	Plymouth ⅝ x 50 ft 4-ply All weather	5,833	7.99	46,605.67
11	Union Fork YB4-4½ LH Rnd Bow RA	6,058	7.49	45,374.12
12	Sterns 13 5 lb Miracle-gro	5,424	7.99	43,337.76
13	B & D 8114 13-in Dble hedge tr	1,379	29.99	41,356.21
14	St. Marks 24-in Bamboo rake assemb	7,748	4.99	38,662.52
15	St. Marks 30-in Bamboo rake assemb	6,192	5.99	37,090.08
16	Melnor 61 Oscillating sprkler 220	4,177	7.99	33,374.23
17	Gilmore 573C Hose nozzle zinc st	10,740	2.79	29.964.60
18	Plymouth ⅝ x 100 ft 4-ply All weat	1,523	15.99	24,352.77
19	Melnor 9950C Spike pulsat sprnk	2,365	9.99	23,626.35
20	Melnor 69 Oscillating sprkler 2	1,945	11.99	23,320.55

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Discount Store News

PMA®

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Maul, Axe, Wedge Gain

(Continued from page 52)

the industry's problem, and few wholesalers and retailers were able to report carrying an inventory adequate to meet consumer demand.

Despite product shortages, however, B & D promotional products held most of the positions on last year's charts. Only a handful of other products, most notably two sump pumps which retailed for $89.99 and $25.99, Wen's pencil engraver ($6.99) and two $54.99 sander/polishers, made it to the top 20 list.

String trimmers had a good year in 1979, garnering the top five positions in lawn and garden. B & D's spin grass trimmer was No. 1 in 1978, but was followed by bamboo rakes and vinyl hoses.

More Winners

Last year, the leading string trimmer was Toro's 900 model which had an average retail price of $24.99. B & D's trimmer dropped to third place, and other step-up models ($49.99 and $59.99) by Toro performed well.

Small-ticket basics continue to be strong sellers in discount store hardware departments: duct tape, nails, twin and cork board squares.

Inexpensive shelf brackets (59¢) which streamed out of discount stores in 1978, as component shelving systems became even more popular, prompted some fashion-conscious consumers to trade up. And several buyers report carrying on a successful business in more expensive brackets.

Mailboxes, available in step-up price points from $6.79 to $14.99, also had a good year, as did a profitable mailbox kit which retailed for $21.99.

In seasonal products, window and door insulation materials, duct cloth and storm window kits grabbed the top three positions, as consumers

(Continued on page 55)

ADD-ON SALES. Heck's, Waynesburg, Pa., one of the discounters plagued with narrow margins on footballed (promotional) power tools, found profits in power tool accessories. (DSN photo)

UNFORTUNATELY, THESE ARE HOT ITEMS.

Burglaries, rapes, vandalism and other crimes against people in their homes are going up and up.

So is consumer demand for effective, affordable security-alarm systems.

We have the products —The *Emhart* Security Blanket— that can give your customers the protection they want and need, and that you can sell.

Emhart alarms and systems cover the price points from bottom to top, with full-profit suggested list prices from about $25 to $250.

And now we're introducing another precedent-setter: *The Emhart Burglar Alarm,* a complete perimeter alarm system for under $100!

With crime going the way it is, we sadly predict these *Emhart* alarms and systems can be very hot items for you in 1980.

the EMHART Home Alarm

Professional-type wireless perimeter system warns of intruder *before* he can enter. 15-minute installation. $249.95*

the EMHART Door Alarm

Turns any door knob into a burglar alarm, even on metal doors. Great for travelers. $24.95*

the EMHART Apartment Alarm

Electronically identical to Home Alarm, just less of it. Ideal for smaller homes, condos, etc. $189.95*

the EMHART Vectalert

Photoelectronic, portable burglar barrier. Movement within that field sets off alarm. Plug-in installation. $54.95*

Accessories

Expandable Home and Apartment Alarm systems are perfect for add-on sales of these in-demand accessories.

*Suggested list

THE EMHART™ SECURITY BLANKET

Manufactured and sold by Notifier Company, a subsidiary of Emhart Industries, Inc.
560 Alaska Avenue, Torrance, CA 90503
PHONE (213) 328-8670 TWX 910-349-7522

EMHART is a trademark of Emhart Industries, Inc.

EMHART
Home or Apartment Alarm Accessory
the EMHART External Siren
the EMHART Car Alarm Transmitter
Remote Alarm Transmitter
Auxiliary Transmitter
Emergency Alert Transmitter

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struggled to get a handle on skyrocketing fuel costs by weatherizing their homes.

Auto heat tapes, caulking, and fiberglass pipe insulation also sold well in 1979.

Repair kits associated with the most common around-the-house plumbing problems were the top rankers in last year's plumbing product audit.

Problems Seen

And until efforts by manufacturers to improve packaging entice would-be plumbers into more sophisticated repair jobs, most discounters will keep plumbing department supplies simple, basic and under $10.

In the electrical department, however, some big-ticket products are making headway, most notably TV antennas.

The backbone of the depart-

(Continued on page 59)

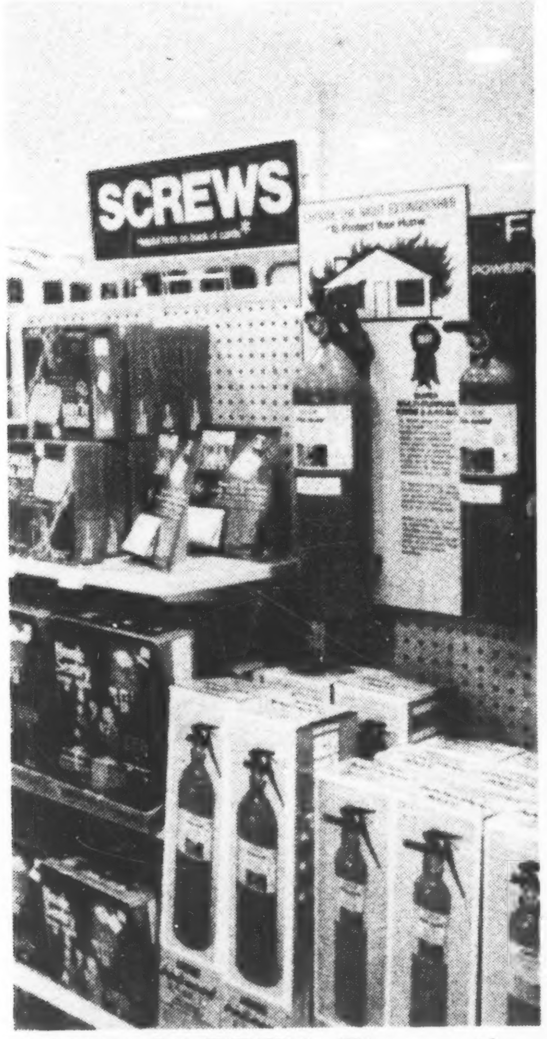
HARDWARE

(Continued from page 54)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
PLUMBING				
1	Melard 1600 Toilet tank repair	2,144	7.99	17,130.56
2	Melard 1422 Super plunger	3,181	3.99	12,692.19
3	Melard 361 Shower head w/flow A	1,446	8.49	12,276.54
4	Melard 1725P 25-ft Power rooter	585	19.99	11,694.15
5	Melard 14206 6-in Force cup w/21	6,721	1.69	11,358.49
6	Melard 1501 3 ½-in Basket strai	5,090	2.19	11,147.10
7	Melard 2511 1½1-inx2 yds Duct tape	3,691	2.79	10,297.89
8	Melard 1408 Plumbing repair kit	4,471	2.29	10,238.59
9	Melard 1601 Plastic ballcock	1,699	5.29	8,987.71
10	Melard 1801 6-ft Washing machine hose	1,830	4.29	7,850.70
11	Melard 2510 Dryer vent kit	967	7.99	7,726.33
12	Melard 1715E 15 ft ¼-in Drain A	1,832	3.99	7,309.68
13	Melard 1725H 25 ft ⅜-in Drain A	751	9.49	7,126.99
14	Melard 1762 25-ft Canister auger	633	10.99	6,956.67
15	Melard 1406 Tank ball w/tip & r	5,353	1.29	6,905.37
16	Melard 360 Executive shower hea	1,356	4.99	6,766.44
17	Melard 20903 1 ½-in J-bend/kitc	1,255	4.99	6,262.45
18	Melard 1619 Flapper tank ball	3,469	1.79	6,209.51
19	Melard 143 Spray/aerator F w/m	2,239	2.39	5,351.21
20	Melard 312 Rubber bath spray	2,029	2.49	5,052.21

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
LIGHT BULBS				
1	GE 60A/W Soft-white 4/sleev	45,072	0.85	38,311.20
2	GE FC12T9/SW 121N Dia soft	3,324	9.90	32,907.60
3	GE 150PAR/FL Outdoor flood	4,615	5.65	26,074.75
4	GE 75A/W Soft-white 4/sleev	31,248	0.85	26,560.80
5	GE 100A/W Soft-white 4/sleev	29,712	0.85	25,255.20
6	GE F40SW 48-in Soft-white	7,254	3.10	22,487.40
7	GE 40A/W Soft-white sleev	26,352	0.85	22,399.20
8	GE 50/150 3-way Med Soft-white	12,156	1.75	21,273.00
9	GE 30/100 3-way Med Soft-white	11,172	1.75	19,551.00
10	GE 60A Inside frosted 4/sleev	24,096	0.81	19,517.76
11	GE FC8T9/SW 8-in Dis Soft-white	2,100	9.20	19,320.00
12	GE F20T12/SW 24-in Soft-white	4,992	3.80	18,969.60
13	GE FBS25/WX 25-in Bright stik	1,158	15.95	18,470.10
14	GE 25A/W Soft-white sleev	19,920	0.92	18,326.40
15	GE 100A Inside frosted 4/sleev	19,488	0.81	15,785.28
16	GE 40A15 Appliance inside F	15,984	0.99	15,824.16
17	GE 4C7 Nite lite clear 2/cd	12,096	1.30	15,724.80
18	GE 7C7/W Nite lite white 2	11,244	1.38	15,516.72
19	GE F15T8/SW 18-in Soft-white	3,510	4.15	14,566.50
20	GE 75A Inside frosted 4/sleev	17,136	0.81	13,880.16
SEASONAL				
1	Poly-Tech 10x25 ft Wind/door insul	7,071	6.29	44,476.59
2	Amer. Built 2-in x 10 yds Duct cloth	19,176	1.29	24,737.04
3	Thermwell Storm window kit P-714	14,528	1.49	21,646.72
4	Wrap On 13 ft u/l Auto heat tapes	1,155	15.99	18,468.45
5	Wrap On 9 ft u/l Auto heat tapes	1,376	11.99	16,498.24
6	Wrap On 6 ft u/l Auto heat tapes	1,185	12.99	15,393.15

(Continued on page 59)



HOME SAFETY. Fire extinguishers get shelf space adjacent to home alarms at Woolco's Westheimer Road outlet in Houston. (DSN photo)

Profit Soars 28% For Empire Crown

EDEN PRAIRIE, Minn.—Empire Crown, auto specialty chain and lessee in discount stores, recorded a 28% increase in profits last year.

Although sales rose only 7% from almost $23.7 million to $25.4 million, the chain increased earnings from $316,764 to $406,392. Income per share rose from 30¢ in 1978 to 43¢ in 1979.

Empire Crown, which earlier this year backed out of its proposed acquisition by the Whitlock Corp., operates 37 Crown Auto stores, and 14 automotive departments in discount stores in Minnesota and Wisconsin. Whitlock has filed suit to force the company to agree to a merger.

STORMWINDOW KIT
THE DOUBLE PANE
INSIDE
DURETHENE

DURETHENE.
The double pane StormWindow. It's a whole new dimension in energy savings!

Ingenious double pane window sealing system doubles the protection against fuel loss—at dramatically lower cost per window!

The Durethene System: Four rigid self-sticking moldings, creating a ½ inch insulating thermal barrier around two crystal-clear plastic sheets. Adheres firmly to wood or aluminum molding INSIDE the home to dramatically cut heat loss and air-conditioning energy costs.

A whole new dimension in profits for you:

Spectacular color-keyed packaging requires less space in the store—carries home easily. Sizes are available for every size window. Encourages customers to protect their entire home with ingenious Durethene StormWindows!

Striking Durethene Merchandiser "Sell Centers" with "how-to" booklet holders attract interest—require less floor space to perform a spectacular merchandising job in every store. Choose from displays "tailored" to your size store.

And you can also sell plenty of Durethene Plastic Sheeting. Exciting colorful metal rack displays build your plastic sheeting business by attracting and informing your customers of the 101 uses inside and outside the home.

Call toll-free for nation-wide direct-dial service:
(800) 621-0620
In Illinois call: (312) 586-3300.

ARCO Durethene has you covered with heavy national advertising in the magazines do-it-yourselfers read most!

Another Energy Saving Product from
ARCO Durethene Plastics, Inc.
Subsidiary of ARCO Polymers, Inc.
7001 West 60th Street, Chicago, Illinois 60638
Sales and distribution centers in Chicago, Long Beach, Pittsburgh, Seattle and Scranton.

©1980 ARCO Durethene Plastics, Inc.

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Corning Action Bothers Chains

(Continued from page 24)

December, not at the end of January as it first announced it would do.

"Elimination of the catalog prices means the company can change prices any time and in any amount it wants to; it becomes harder for us to track what they are doing."

The manufacturer's decision to ship selected retailers direct was cited in another fashion as a factor in dropping catalog prices.

"Catalog prices would have locked in retailers buying direct and given us some idea on how they were buying," one discounter said. "Without the catalog prices, these direct-buy chains can use any pricing they want, including being very sharp on some items for traffic and getting any markup they want on other items to offset the lowball prices."

HIGH TIMES. FedMart, Houston, plays up fashion in bath shop by using high, hypermarket display technique to show newest, most colorful merchandise. (DSN photo)

In the Northeast

(Continued from page 30)

CLEANING & CHEMICALS
1 3M 16-oz Scotch Guard
2 White Labs 16-oz X-14
3 Johnson 14-oz Pledge, lemon
4 Drackett 26-oz Drano
5 Glamorene 24-oz Spray 'N Vac

BATH SHOP
1 Selfix port shower spray
2 Selfix shampoo spray
3 Ekco 18" towel bar
4 Ekco toilet tissue hlder
5 Selfix twin hooks

RUBBERMAID
1 20-gal Refuse container
2 10¾" hi Rect Lndry bsk, choc
3 Self-closing Wastebasket, choc
4 10¾" hi Rect lndy bskt, gld
5 10¾" Drainer tray, gold

CORNING WARE
1 Menu-ette set, Cornflower
2 6-cup Teapot, Spice
3 Sidekick
4 Menu-ette set, Spice
5 6-cup Teapot, Wildflower

PYREX WARE
1 3-qt Bake dish w/basket
2 4-qt Mixing bowl
3 2-qt Casserole w/bskt
4 Bake 'n' Serve set, Fireside
5 2-ltr Beverage jug

HOUSEWARES

(Continued from page 30)

CLEANING & CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
3	Johnson 14-oz Pledge, lemon	11,448	2.60	29,764.80
4	Drackett 26-oz Drano	8,325	2.87	23,892.75
5	Glamorene 24-oz Spray 'N Vac	8,862	2.69	23,838.78
6	Johnson 27-oz Future	6,924	3.41	23,610.84
7	Liquid Gold 14-oz aerosol	6,926	3.23	22,370.98
8	Magic 13-oz Panel Magic	8,732	2.42	21,131.44
9	Bissell 14-oz aerosol upholstry kit	4,524	4.67	21.127.08
10	Johnson 24-oz Pledge	6,696	2.87	19,217.52
11	Johnson 14-oz Pledge	7,296	2.60	18,969.60
12	Missouri Hickory 10-oz Tannery spray	7,806	2.42	18,890.52
13	Missouri Hickory 13-oz Tannery liquid	7,243	2.42	17,528.06
14	Texize 64-oz Fantastic refill	5,390	3.23	17,409.70
15	Texize 22-oz Glass Plus spray	8,664	1.97	17,068.08

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Swing-A-Way prtbl hnd can opener	11,780	3.59	42,290.20
2	Rhodes timer, white	4,469	5.66	25.294.54
3	Ekco can opener w/bottle opener	30,077	0.82	24,663.14
4	Ekco 3-way can opener	17,122	1.25	21,402.50
5	Gemco food chopper	8,170	2.24	18,300.80
6	Ekco can opener, plastic handle	9,657	1.88	18,155.16
7	Rhodes timer, gold	3,135	5.66	17,744.10
8	Ekco 8" colander-strainer	6,555	2.69	17,632.95
9	Ekco peeler	27,531	0.62	17,069.22
10	Ekco 2⅛" barrel rolling pin	5,147	3.05	15,698.35
11	Foley 2-qt food mill	1,981	7.64	15,138.84
12	Range Kleen 6" reflector pan	11,148	1.35	15,049.88
13	Bonny hand can opener	4,529	3.32	15,036.28
14	Chaney meat thermometer	7,914	1.79	14,166.06
15	Range Kleen 8" reflector pan	7,815	1.80	14,067.00

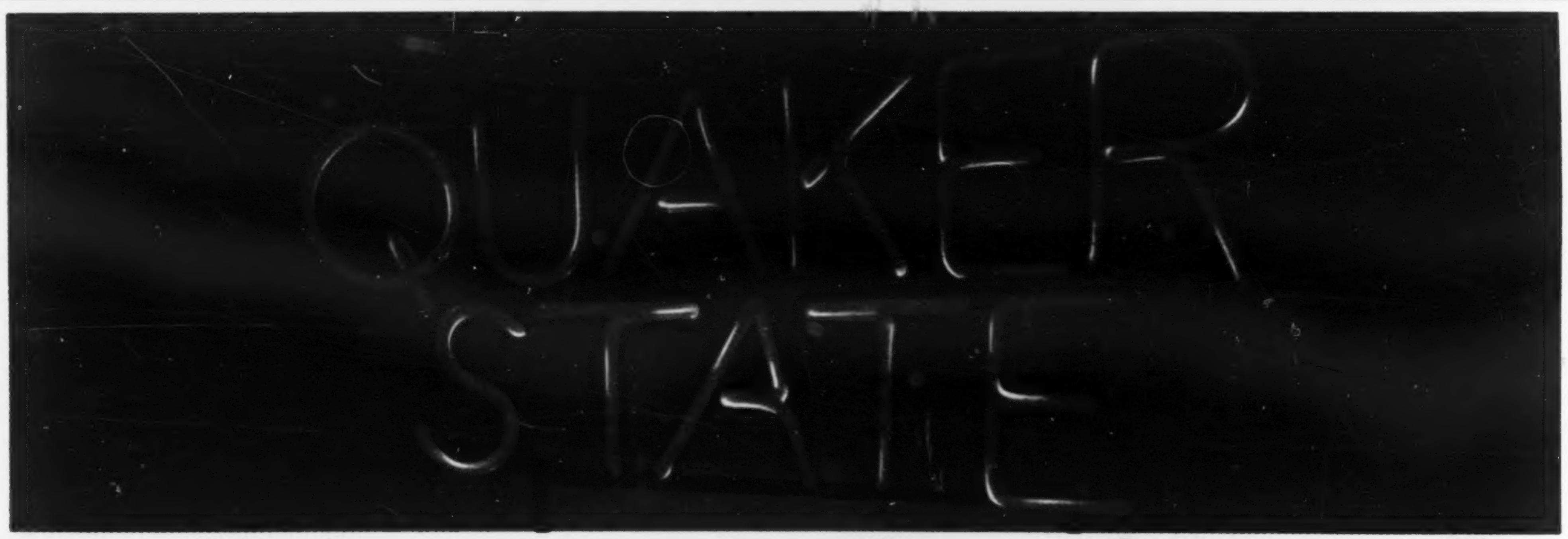
PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Demand Mkt Sesame Street tumbler	19,782	0.98	19,386.36
2	Republic 1-qt uprite Freezette	6,662	2.51	16,721.62
3	Republic 1-pt uprite Freezette	6,319	2.51	15,860.69
4	Lustro-Ware 11-qt heavy-duty pail, aluminum	6,829	2.24	15,296.96
5	Loma 32-gal lock-lid refrig container	1,362	10.79	14,695.98
6	Family Prod 2-qt bottle	9,659	1.34	12,943.06
7	Lustro-Ware 70-oz round decanter	6,708	1.79	12,007.32
8	Tucker 22-gal trash can	1,752	6.65	11,650.80
9	Family Prod 1-qt bottle	10,276	1.07	10,995.32
10	Eagle 80-oz food saver	6,091	1.79	10,902.89
11	Wall nylon baster	9,223	1.16	10,698.68
12	Beacon towel holder	6,837	1.52	10,392.24
13	Republic 1½-pt uprite Freezette	4,112	2.51	10,321.12
14	Lustro-Ware 1-gal square decanter	4,092	2.51	10,270.92
15	Texas-Ware 3-qt mixing bowl	3,886	2.24	8,704.64

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Selfix portable shower spray	4,018	8.55	34,353.90
2	Selfix shampoo spray	11,186	1.88	21,029.68
3	Ekco 18" towel bar	10,483	1.79	18,764.57
4	Ekco toilet tissue holder	9,307	1.79	16,659.53
5	Selfix twin hooks	14,123	1.07	15,111.61
6	Ekco 12" towel bar	8,675	1.70	14,747.50
7	Selfix toilet tissue holder	9,860	1.34	13,212.40
8	Ekco 24" towel bar	5,845	2.15	12,566.75
9	Ekco 24" twin towel bar	4,503	2.78	12,518.34
10	Selfix 24" towel bar	6,299	1.97	12,409.03
11	Ekco toilet tissue holder	7,647	1.61	12,311.67
12	Selfix 18" towel bar	7,213	1.70	12,262.10
13	Selfix two hooks	15,123	0.80	12,098.40
14	Selfix hooks 4-pk	8,277	1.25	10,346.25
15	Compac bath tub appliques	9,332	1.07	9,985.24
16	Selfix wall soap dish	8,060	1.16	9,349.60
17	Ekco 18" twin towel bar	3,636	2.51	9,126.36
18	Selfix toothbrush/tumbler holder	7,656	1.16	8,880.96
19	Selfix towel ring	6,524	1.34	8,742.16
20	Donner towel bar set, chrome	1,188	7.01	8,327.88

(Continued on page 58)



We light up your life with profit.

QUAKER STATE
MOTOR OIL SALE

Lights. Action. Get set to roll into the 80's with America's #1 selling motor oil. And here are the ABC's of the best motor oil program in the business.

Biggest share.

In 1979, Quaker State accounted for 32% of all mass merchandising motor oil sales. Quaker State is a dam buster. You get big-volume turns. And very low inventory costs.

New retail allowances with top of 125%.

Throughout 1980, you can earn more than your advertising costs. How? By featuring Quaker State motor oil and filters in the same ad. Or by featuring Quaker State exclusively in the category in a Grand Opening ad.

Grand Opening allowance.

Your first order for a new automotive retail outlet earns an additional 5% allowance with no ceiling on your order.

New product allowance.

There's also a 10% allowance for any Quaker State retail product not ordered by you in the previous 12 months. Again, with no ceiling on your order.

In-store displays.

You earn 100% allowance on a wide variety of point-of-purchase pieces. And the same goes for dozens of sales aids for giveaways during your special promotions. Check your distributor, supplier or account representative.

Display the full line.

Quaker State isn't just motor oil for cars, vans and light trucks. We make fine motorcycle, motor boat, snowmobile, transmission and gear oils. Also greases, filters, and anti-freeze—all labeled with our famous name for quality protection.

Heavy ad program.

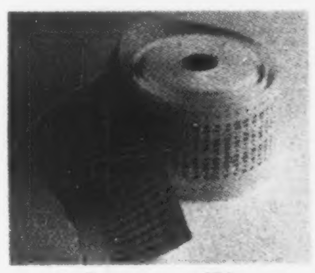
Quaker State advertises heavily on sports and prime time TV. And we do it all year long, not just for short periods. We spend big in 17 national magazines and on four radio networks. Our outdoor program is the largest in the industry. And we do it all to help you sell more.

Over 1500 warehouses.

While some of our competitors are closing warehouses, our network is expanding. You're never far from a Quaker State shipping point. Which means a Quaker State distributor can be your stockroom, and save you inventory money.

Now that you've seen the light...

Give us a call. Get all the details from your Quaker State distributor or Quaker State National Account Department. They're the #1 service team for the #1 selling motor oil.



QUAKER STATE

Quaker State helps build profits.

Discount Store News

PMA®

6th Annual
Product Movement Audit

Styler/Dryers Drips Compete

(Continued from page 28)

products continued to capture more sales as replacements for older and heavier models.

Items that showed up for the first time on the PMA last year accounted for 31% or 17 of the 55 items that made the top-seller list of the five best-selling items in the 11 classifications tracked in both audits. Only a few were truly new items, introduced in 1979; most were products first shown in previous years that captured more sales last year due to greater consumer acceptance and to the phasing out of older items.

Still In Doubt

The few new electric housewares introduced last year reflect manufacturers' concern about the economy and paralleled the same concern among consumers.

The fact that few new products have been shown so far this year is another indication of the flat outlook for electric housewares in 1980.

Commercials With Betty White Hike Cataloger's Sales

ORLANDO, Fla.—Brand Distributors used a TV personality in two commercials that helped the cataloger boost fourth-quarter holiday sales by 30%.

The cataloger, switching coordinators, joined Jewelcor too late to use the group's 1979-80 book. But it was able to run two Jewelcor-produced jewelry TV commercials that featured Betty White as the spokesperson.

A Brand Distributors executive asserted that the two TV commercials were the key elements in the company's December 1979 sales jumping 30% despite competition from three new L. Luria & Son showrooms plus four Leeds units and one O. G. Wilson store.

Different Strategy

"We needed something different to draw shoppers, and using a celebrity like Betty White in TV ads attracted attention," he said.

Jewelcor is one of a number of catalog coordinators that have developed their own TV ads for members that have a common product sell but an introduction and sign-off specifically geared to the showroom chain.

While the coordinators use co-op monies for the TV commercials that feature name brands in such categories as housewares and sporting goods, Jewelcor itself funded the two ads that promoted jewelry as there aren't any branded products in that category.

HOUSEWARES

(Continued from page 57)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	20-gal Refuse container	6,007	11.65	69,981.55
2	10¾" high rect Lndry bskt, choc	8,536	4.49	38,326.64
3	Self-closing wastebasket, choc	6,109	6.25	38,181.25
4	10¾" high rect Lndry bskt, gold	8,311	4.49	37,316.39
5	10¾" Drainer tray, gold	7,438	4.49	33,396.62
6	15¾" Drainer tray, gold	8,937	3.59	32,083.83
7	Self-closing wastebasket, gold	5,087	6.25	31,793.75
8	5¼" deep Dishpan, gold	13,853	2.24	31,030.72
9	Deluxe dish drainer, gold	6,070	4.94	29,985.80
10	Deluxe dish drainer, choc	6,008	4.94	29,679.52
11	Deluxe dish drainer, almond	5,943	4.94	29,358.42
12	Clean up caddy	6,777	4.31	29,208.87
13	Twin sink dish drainer, gold	6,794	4.04	27,447.76
14	Bath mat, white	11,180	2.42	27,055.60
15	5¼" dp sq Dishpan, choc	11,916	2.24	26,691.84
16	Covered wastebasket, choc	4,180	6.25	26,125.00
17	Twin sink dish drain, choc	6,395	4.04	25,835.80
18	15¾" Drainer tray, choc	7,196	3.59	25,833.64
19	Wrap and bag organizer	5,981	4.31	25,778.11
20	Self-closing wastebasket, almond	4,118	6.25	25,737.50

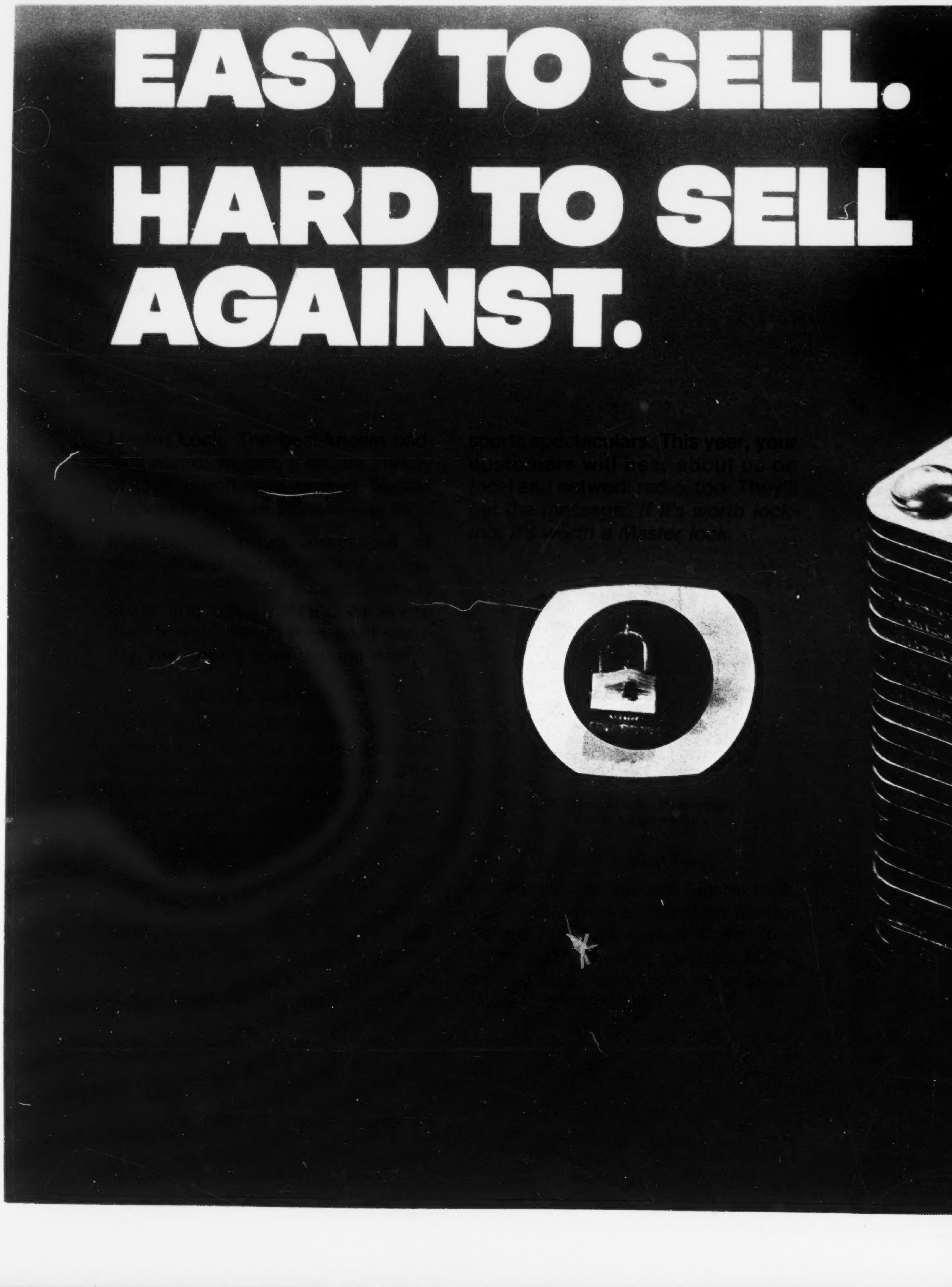
CORNING WARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Menu-ette set, Cornflower	27,203	16.19	440,416.57
2	6-cup Teapot, spice	9,771	13.05	127,511.55
3	Sidekick	23,034	5.39	124,153.26
4	Menu-ette set, Spice	5,765	20.69	119,277.85
5	6-cup Teapot, Wildflower	8,341	13.05	108,850.05
6	Menu-ette set, Wildflower	4,902	20.69	101,422.38
7	Large open roaster, Spice	4,981	16.42	81,788.02
8	6-cup Teacup, Cornflower	6,915	11.65	80,559.75
9	Grab-it set	8,479	8.09	68,595.11
10	Microwave set	1,423	34.19	48,652.37
11	Kitchen Starter set, Wildflower	1,304	34.19	44,583.76
12	3-qt. Saucepan, Cornflower	3,095	14.35	44,413.25
13	3-qt. Saucepan, Spice	2,793	15.75	43,989.75
14	Large open roaster, Wildflower	2,591	16.42	42,544.22
15	Large Counter-Saver, Spice	2,136	18.89	40,349.04
16	Large Counter-Saver, Cornflower	2,094	17.09	35,786.46
17	Large open roaster, Cornflower	2,298	15.07	34,630.86
18	Microwave browning grill	1,660	19.35	32,121.00
19	Small Counter-Saver, Spice	2,327	12.59	29,296.93
20	10" Skillet, Spice	1,888	15.25	28,792.00

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3-qt Bake dish w/basket	13,681	11.65	159,383.65
2	4-qt Mixing bowl	39,580	2.96	117,156.80
3	2-qt Casserole w/basket	9,276	11.65	108,065.40
4	Bake 'N Serve set, Fireside	9,973	10.75	107,209.75
5	2-ltr Beverage jug	32,530	3.14	102,144.20
6	1-qt Casserole	31,249	3.14	98,121.86
7	3-qt Oblong bake dish	18,753	4.04	75,762.12
8	4-pc Mixing bowl set, gold	5,378	11.65	62,653.70
9	2-qt Bake dish w/basket	8,490	7.19	61,043.10
10	1-cup Liquid measure	37,624	1.61	60,574.64
11	4-pc Canister set, Spice	4,336	12.55	54,416.80
12	4-pc Mixing bowl set, grn	4,323	11.65	50,362.95
13	4-pc Mug set, gold	6,936	7.15	49,592.40
14	1-pt Liquid measure	23,874	2.06	49,180.44
15	2-qt Oblong bk dsh, Fireside	12,165	4.04	49,146.60
16	3-pc Mixing bwl st, gld	5,938	8.05	47,800.90
17	2-qt Oblong bake dish	12,828	3.59	46,052.52
18	4-pc Mug set, green	6,276	7.15	44,873.40
19	3-pc Mixing bwl st, Wdlnd	5,516	8.05	44,403.80
20	9" Pie plate	24,445	1.79	43,756.55

Source: HalMar Distributors



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HARD TO SELL
AGAINST.

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sports spectaculars. This year, your customers will hear about us on local and network radio, too. They'll get the message: *If it's worth locking, it's worth a Master lock.*

HARDWARE
$8.97
TOOL BOX

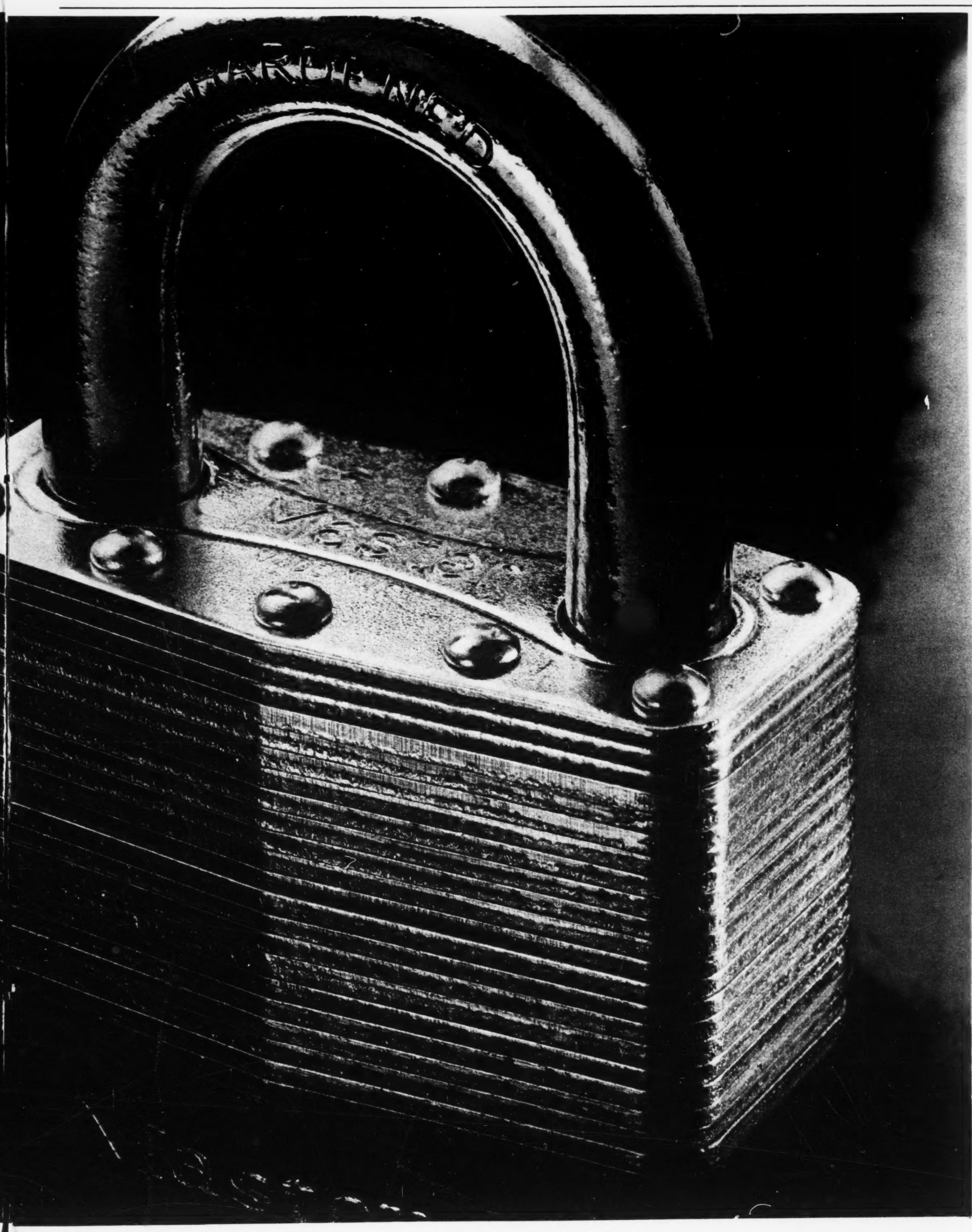
CASE IN POINT. Rising sales of hand tools and the home improvement explosion have led to increased demand for tool boxes, shown here at K mart, Paramus, N.J. (DSN photo)

HARDWARE

(Continued from page 55)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
SEASONAL				
7	Thermwell ¾ x 10 Spng rub tape R53	6,336	2.39	15,143.04
8	Wrap On 3-in x 35 ft Fiber insul WO4	5,136	2.79	14,329.44
9	Mortell E-3 30 ft Rope caulk mort	12,501	0.99	12,375.99
10	Thermwell 17 ft Tblr vnl gasket v-1	7,566	1.49	11,273.34
11	Thermwell 17 ft Spng rbt gskt 14001	2,388	4.49	10,722.12
12	Thermwell 45 ft Clear wthrstrp TPT9	5,673	1.79	10,154.67
13	Thermwell FV15 2x15 ft Pipe insul t	3,876	2.59	10,038.84
14	Thermwell 3/16 x 10 Spng rub taper 33	8,328	1.19	9,910.32
15	Thermwell ¾ x 25 ft Felt wthrstrp R8	8,226	1.19	9,788.94
16	Mortell B-2 90 ft Rope caulk mort	3,852	2.49	9,591.48
17	Thermwell VA 17-ft Alm-vnl door st 3P	1,740	5.49	9,552.60
18	Thermwell 25 ft Fbrgls pipe wrap SP41	5,294	1.79	9,476.26
19	Thermwell V448 ⅜ x 30 ft Vinyl foam	5,976	1.49	8,904.24
20	Mortell NDT 30 30 ft No-drp pipe	1,680	4.99	8,383.20
SECURITY HARDWARE				
1	Master Lock 1500D Combination padlock	14,159	3.49	49,414.91
2	Weslock Entry lock set sunray brass	2,571	13.99	35,968.29
3	Eaton Yale LW5 Entrance lock set brass	1,732	13.99	24,230.68
4	Master Lock 500D 1.75-in Warded lam padlock	8,888	2.49	22,131.12
5	400BDL Kwikset entrance	1,421	13.49	19,169.29
6	Master Lock 22D 1.5-in Warded lam padlock	9,602	1.99	19,107.98
7	Weslock Entry lock set elegant I	1,244	14.49	18,025.56
8	Parker 1303 Sing cyl deadlock	2,097	7.89	16,545.33
9	Ferum BD1690 45MM Comb padlock	1,289	8.49	16,184.10
10	Master Lock 7D 1-in Laminated padlock	3,456	4.29	14,826.24
11	Weslock Deadbolt dble cylinder B	778	16.99	13,218.22
12	St. Marks 1301 Rim night latch	2,333	5.49	12,808.17
13	Weslock Entry lockset impresa an	857	14.49	12,417.93
14	Parker 906 1½-in Padlock brass	4,773	2.59	12,362.07
15	Ideal SK28 Chain-dor-loc w/key	6,682	1.49	9,956.18

Source: Hardware Distributors



Discount Store News

PMA®

6th Annual
Product Movement Audit

Wedge Gain

(Continued from page 55)

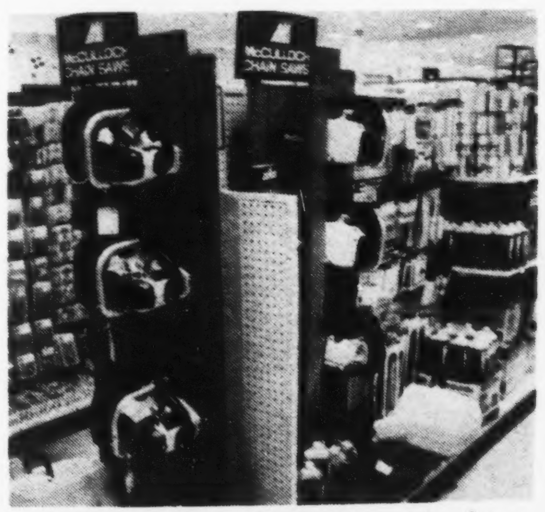
ment continues to be extension cords however, with discounters electing to carry a full assortment of cord products ranging from a 6-ft. (indoor) extension cord retailing for 99¢ to a 100-ft. cord for $18.99.

In security hardware, Hardware Distributors' figures show that consumers are turning to discounters for inexpensive entrance locksets and deadbolts which sell between $10 and $15.

The top seller in the hardware category was a combination padlock which sold for under $4.

Krazy Glue ($1.59) was last year's favorite in the glues, lubricants and adhesives area, outselling the second-place entry, the more competitively priced Gripper Super Glue (99¢) by more than 45%.

Other products in the category included caulks, cements, steel filler, plastic wood and epoxy resin glues which have all been proven sellers in discount stores for years.



BEST SELLERS. Rose's featured chain saws in the hardware department of its newest discount store, which opened recently in Millsboro, Del.

NUMERO UNO. Electronics have been the big story for two years, in spite of chip supply problems, and Bradlees, West Norwalk, Conn., carried this pre-Christmas display. (DSN photo)

TOYS

Figures for these toy PMA tables cover the calendar year 1979. They were supplied by Consolidated Toy Co., distributor, a subsidiary of Wetterau, Hazlewood, Mo. Consolidated covers 200 stores, including 100 discount department stores, in five Midwestern states. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
GAMES					
1	1	Parker Brothers' Monopoly	25,000	5.99	149,750.00
2	5	Lakeside's Perfection	7,000	9.99	69,930.00
3	—	Ideal's Mousetrap	7,000	8.88	62,160.00
4	6	Selchow & Righter's Scrabble	8,000	7.77	62,160.00
5	—	Milton Bradley's Operation	8,000	6.88	55,040.00
6	—	Ideal's My Dog Has Fleas	6,000	8.98	53,880.00
7	4	Parker Brothers' Boggle	6,000	6.88	41,280.00
8	11	Invicta's Mastermind	10,000	3.99	39,900.00
9	—	Milton Bradley's Connect 4	5,000	6.97	34,850.00
10	—	Milton Bradley's Candyland	6,000	4.44	26,640.00
ELECTRONICS					
1	4	Milton Bradley's Simon	25,000	24.99	624,750.00
2	—	Coleco's Electronic Quarterback	15,000	26.99	404,850.00
3	—	Mattel's Football I	10,000	27.99	279,900.00
4	—	Castle Toy's Einstein	15,000	17.99	269,850.00
PUZZLES					
1	—	Milton Bradley's Big Ben	7,000	1.97	13,790.00
2	—	Milton Bradley's 250-pc puzzle	8,000	1.47	11,760.00
3	—	Milton Bradley's 500-pc puzzle	6,000	1.73	10,380.00
4	—	Whitman's United States puzzle	4,000	1.37	5,480.00

(Continued on page 62)

Discount Store News

PMA®

6th Annual Product Movement Audit

Toy Trend Seen To Basics With High Play Value

The consumer trend toward basic toy items with high play value is evident in the annual Consolidated Toy Product Movement Audit.

Among the highest total retail dollar movers were such perennial favorites as Parker Brothers' Monopoly—highest among the games with $149,750—and Milton Bradley's Big Ben puzzle.

Tonka's Off The Road Adventure Buggy, another basic boys' action toy, was the highest dollar producer in that category, while Milton Bradley's Simon led the electronics with retail volume of $624,750.

Gain Ground

Electronics cannot yet be called a basic category in the toy department—that day has not yet arrived—but the high play value of many electronic games is making them year-long fast sellers.

Electronic games are expected to lead the toy department again this year in total volume and in percentage sales gain, in spite of supply problems and anticipated price hikes from the manufacturers.

At the recent Toy Fair in New York, electronics were the star attraction at most sales pavilions, with higher tickets the rule.

Another Consideration

Many electronics now bridge the age groupings, using separately packaged and merchandised software to adapt the basic unit to different games. The feeling among manufacturers is that parents will spend as much money as usual (perhaps on fewer items), and that an electronic that appeals to both a preschooler and a preteen will overcome price resistance by its versatility.

The consumers' search for play value, durability and value in toys should also bring more of them to presold basic games and toys like Monopoly, miniature wheel goods, non-TV dolls, old favorites in preschool and good quality plush.

Electronic games that appeal to a single-age group, or offer limited play value may suffer this year, as may the less-sturdy, high-ticket lines like race sets and radio control toys.

Overall, however, the stay-at-home trend and increased consumer awareness of play value add up to a rosy future for basic toys—and that translates into better gross margins for retailers as the basics become a greater portion of the business.

Board games, once thought vulnerable to volume erosion as more consumer dollars went to high-ticket electronics, have not faltered. The continued strength in the old favorites

(Continued on page 61)

Your Mouse Power Plus Promotion can win you an M.V.P. award!

(And get you super 4th quarter sales, too!)

Walt Disney's MAGIC KINGDOM ACTIVITY and COLORING BOOK

Use this FREE giveaway for your customers.

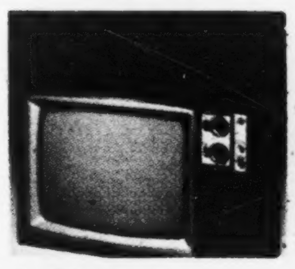
An expanded version of Disney's colorful Magic Kingdom Activity & Coloring Book to build traffic and extra sales at checkout counters. It's a big 9"×9" full-color cover filled with 8 pages of colorful fun. It's a FREE gift from you to your customers with every Disney merchandise purchase. And, it's yours FREE with a Disney character merchandise commitment.

A great M.V.P. contest for you!

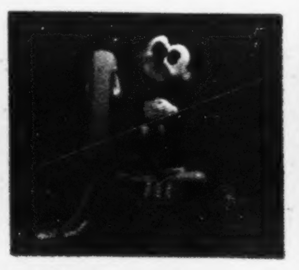
Now's your chance to show your true colors as a superstar—during Disney's M.V.P. (Most Valuable Promotion) contest! Your 4th quarter Mouse Power Plus Promotion can win you the recognition you deserve.

Everybody Wins!

For Corporate Headquarters Buyers: **8 Grand Prizes!** A trip to Walt Disney World!
For Store Managers or Department Managers: **24 Prizes!** Eight 15" color TVs; 8 Mickey Mouse telephones; and 8 Mickey Mouse wall clocks!



8 First Prizes: 15" color TVs.



8 Second Prizes: Mickey Mouse telephones.

8 Third Prizes: Mickey Mouse wall clocks.

3 winners for each type of store including:

- Department/Catalog—Retail
- General Merchandise, Jr. Department & Variety Chains
- Discount
- Free-Standing Toy
- Drug Chains
- Catalog/Showroom
- Automotive/Hardware
- Independent/Specialty

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ERECTOR ERECTOR
ERECTOR ERECTOR
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404
114

YULE BUILDUP. Catalogers get into the act, too, at Christmas time. This Cherry Hill, N.J., Basco unit made a dense display of building games for 9-14-year-old youngsters. (DSN photo)

TOYS

(Continued from page 60)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
WHEEL GOODS					
1	—	Empire Powder Puff	2,000	24.99	49,980.00
2	—	Marx's Big Wheel Sweetheart	2,100	18.88	39,648.00
3	—	Empire's Spiderman Cycle	3,000	12.88	38,640.00
4	—	Empire's Tot-A-Bout Car	3,000	11.88	35,640.00
5	—	Marx's Mini Wheel	2,600	12.88	33,488.00
6	—	Marx's Big Wheel Cobra	1,500	21.66	32,490.00
PRESCHOOL					
1	11	Fisher-Price's Play Desk	9,000	9.99	89,910.00
2	10	Fisher-Price's Tool kit	6,000	13.88	83,280.00
3	—	Fisher-Price's Cash Register	7,000	11.88	83,160.00
4	12	Playskool's Peg Desk	3,000	19.99	59,970.00
5	—	Mattel's Tuff Stuff Mixer	6,000	6.99	41,940.00
6	—	Mattel's Tuff Stuff Saw	6,000	6.99	41,940.00
7	—	Mattel's Tuff Stuff Drill	5,000	6.99	34,950.00
8	—	Fisher-Price's Baby's First Blks	6,000	4.99	29,940.00
9	—	Fisher-Price's Flower Rattle	7,000	3.49	24,430.00
10	—	Playskool's Flutter Ball	4,000	4.99	19,960.00
DOLLS					
1	2	Ideal's Snuggles	7,000	10.88	76,160.00
2	—	Animal Fair's Baby Lttl Love	6,000	9.99	59,940.00
3	—	Fisher-Price's My Friend Mandy	4,500	12.99	58,455.00
4	—	Kenner's Darci	9,000	5.99	53,910.00
5	—	Mego's Candi	4,000	11.99	47,960.00
6	—	Playmate's Baby Bath Alot	3,500	8.99	31,465.00

(Continued on page 63)

Discount Store News

PMA®

6th Annual
Product Movement Audit

High Play Value Seen Toy Trend

(Continued from page 61)

Tool Kit and Cash Register finished 1-2-3 among the preschool items on the chart, with dollar volumes 50% higher than the fourth product on the list, Playskool's Peg Desk.

In the last year's Product Movement Audit, sales in space related products and electronics had been so hot that new categories were added to the chart to list them.

In 1979, while electronics maintained their volume growth, space lines were a disappointment.

The lack of a strong feature movie to excite interest among the children, the relative failure of several television series on space adventure, and the rapid growth of interest in super heroes put a damper on space toys.

Shifting Emphasis

While space-related items still led the boys' toys listed on the chart, renewed interest in licensed lines featuring Superman, Spiderman and other super heroes diminished business in space toys generally.

Recent sales figures compiled by manufacturers have indicated that every month in 1979 experienced a sales gain in toys, leading to some speculation that progress is being made in spreading the volume over the entire year, depending less on highly promotional Christmas-season selling for volume.

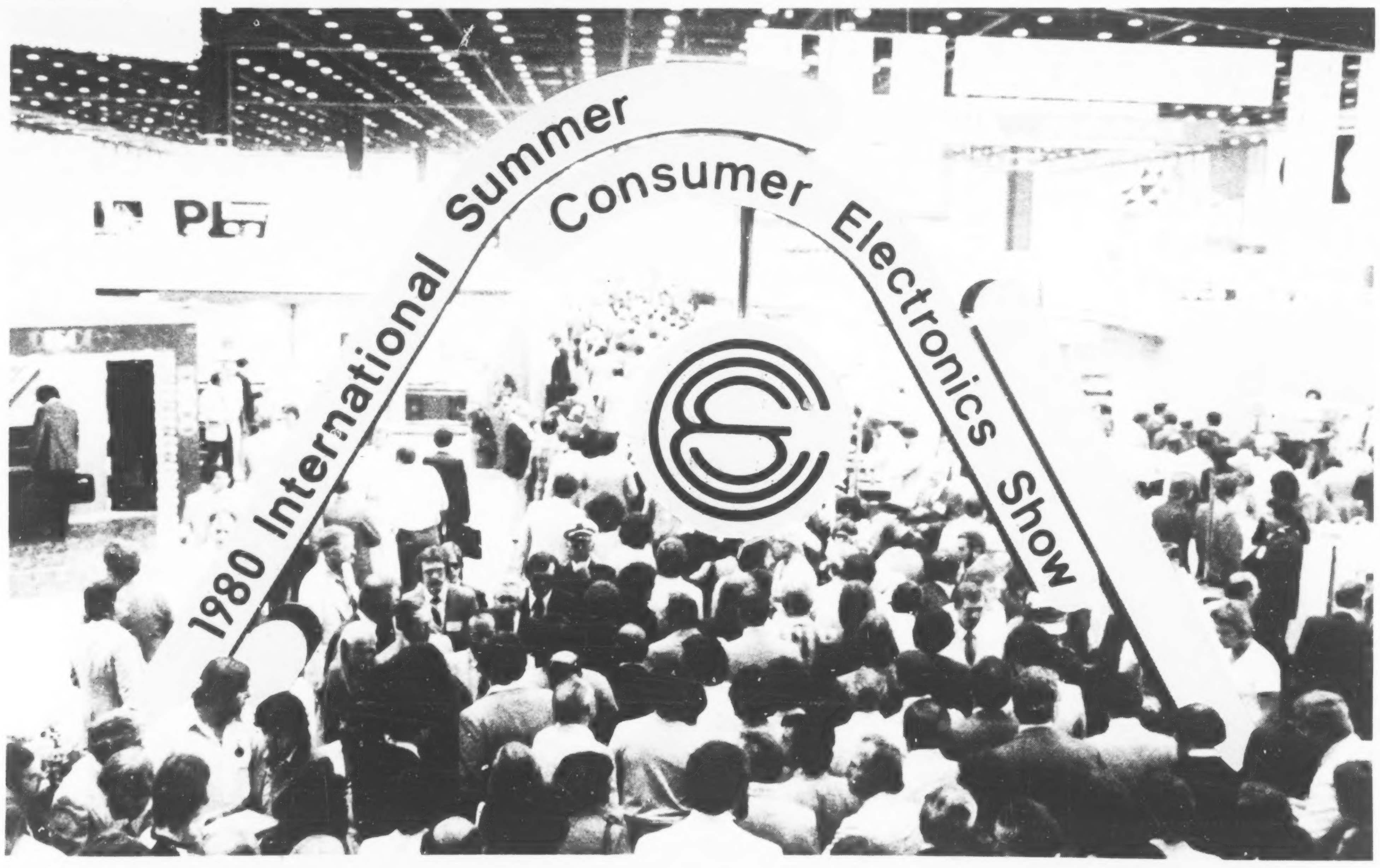
The high-ticket family electronic games may have been a factor in that trend, since purchase of a game for use and enjoyment by the entire family need not wait until Christmas.

With sales (perhaps) becoming less dependent on the Christmas season, and renewed consumer interest in high-value basics, retailers' bottom lines in the toy departments may fatten.

Less dependence on TV dolls, increasing sales of pre-

(Continued on page 63)

ON THE RIGHT TRACK. Model railroad track and accessories are displayed on this pegboard gondola at Gold Circle, San Jose, Calif., with rolling stock on shelves below. (DSN photo)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Discount Store News

PMA®

6th Annual
Product Movement Audit

High Play Value

(Continued from page 62)

school, plush, board games and miniature wheel goods, and more high-ticket, year-long sales of family electronics could produce higher maintained gross margins. Add a finely tuned stock, selected for its dependable turns at decent margins, and dating policies that are still among the most lenient in retailing, and the toy department could become one of the leaders in generating gross profit dollars in discount stores.

TOYS

(Continued from page 62)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
BOYS' TOYS					
1	—	Kenner's Millennium Falcon	2,300	28.99	66,677.00
2	—	Kenner's Druid Factory	4,000	10.88	43,520.00
3	—	Kenner's Land of Jawa	3,300	9.88	32,604.00
4	—	Mattel's Spiderman	3,600	5.99	21,564.00
TRUCKS					
1	2	Tonka's Off Road Advntr Bggy	6,000	12.88	77,280.00
2	—	Fisher-Price's Trail Blazer	3,300	11.99	39,567.00
3	—	Tonka's Jeep C.J.	4,000	6.99	27,960.00
4	35	Tonka's Pickup	3,800	6.99	26,562.00
5	—	Tonka's Dump Truck	2,800	7.99	22,372.00

Source: Consolidated Toy

Wright Introduces
New Merchandisers

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Wright can show you how to grab on to a bigger share of the exploding do-it-yourself market.

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All merchandisers feature: ■ Modular design to completely organize your hardware department. ■ New reordering system allows you to customize the merchandiser to fit your needs. ■ Illustrated header explains product use to consumers.

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NMRI Schedule Is Announced

(Continued from page 2)

Monday, May 12 (3:45 p.m. to 5:00 p.m.): "New Ideas in Warehousing and Distribution—Backroom Productivity."

Speakers: David Glass, Wal-Mart; Jarvis Dennis, T.G. & Y.; David Godfrey (moderator), Hart Stores.

Tuesday, May 13 (9:00 a.m. to 10:15 a.m.): President's Roundtable. Participants: Jack Shewmaker, president, Wal-Mart; David M. Tracy, president, Fieldcrest Mills Inc.; Paul Van Orden, executive vice president, consumer products division of General Electric; Marshall Hess, president, Fisher's Big Wheel.

Tuesday, May 13 (10:30 a.m. to 11:45 a.m.): "Vendor/Retailer Relations."

Speakers: Corwin Cianci, Polaroid; Marty Goldberg, R. N. Koch Inc.; Art Coller (moderator), The Andersons.

Tuesday, May 13 (10:30 a.m. to 11:45 a.m.): "Training Through Audiovisuals."

Speakers: Leroy Kaminsky, president, KTK Video Consultants Inc.; Fred Barney, president, Gray Drugs.

Tuesday, May 13 (10:30 a.m. to 11:45 a.m.): "Current Government Legislation As It Affects Our Industry."

Moderator: Richard I. Hersh, president, NMRI; speakers to be announced.

Tuesday, May 13 (10:30 a.m. to 11:45 a.m.): "Payroll Control and Productivity."

Speakers: Harold Johnson, Shopko; Irwin F. Cohen, Marshalls; Michael D. Downey (moderator), J. A. Conley's.

Tuesday, May 13 (3:00 p.m. to 4:15 p.m.): "Advertising Productivity."

Speakers: David Cravit, of Saffer, Cravit, and Friedman Advertising Inc.; L. H. Harvin III (moderator), Rose's Stores.

Tuesday, May 13 (3:00 p.m. to 4:15 p.m.): "Retailing and Stress."

Speakers: Dr. Mortimer R. Feinberg, chairman of the board, BFS Psychological Association Inc. Moderator to be announced.

Wednesday, May 14 (8:30 a.m. to 9:30 a.m.): "Convention Wrap-up and Rap Session."

Speakers: Hershel Denker, Zayre; Arlie Lazarus, Jamesway; Art Coller, The Andersons; David Godfrey, Hart Stores.

The doors to the merchandise show will be open at the following times:

Saturday, May 10, 4:45 p.m. to 7:30 p.m.; Sunday, May 11, 3:00 p.m. to 4:30 p.m.; Monday May 12, 1:30 p.m. to 3:45 p.m.; Tuesday May 13, 11:45 a.m. to 2:30 p.m.

Orientation for those interested in the Ladies' Program will be held at the Fairmont on Sunday, May 11, from 4:00 p.m. to 4:30 p.m.

In addition, on Sunday at 7:00 a.m., Pepsi-Cola, Barkers and *Discount Store News* will sponser a two-mile and a 10,000-meter run in conjunction with the New Orleans Track Club.

Clark Is Named VP by Venture

ST. ANN, Mo.—Maxine Clark has been named vice president, director of marketing, at Venture Stores.

Clark joined the May Co., Venture's parent, in 1976 as manager for merchandise planning and research. Prior to that she was a buyer for Hecht's, the May Co.'s Baltimore-based department store division.

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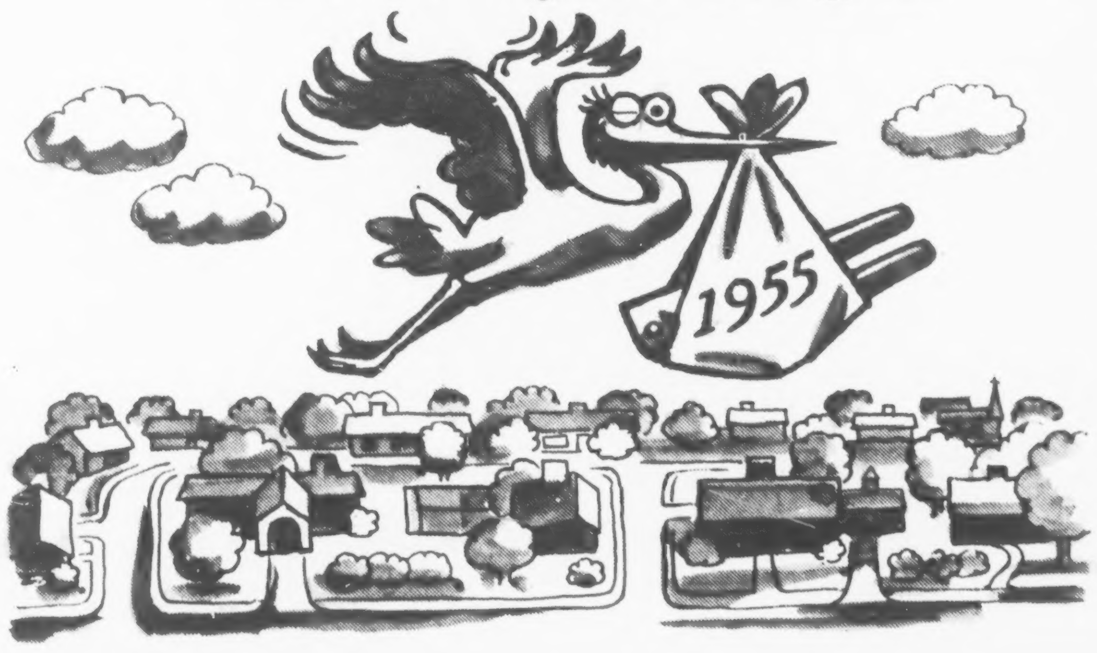


A success from the start.

In 1955, we introduced the Swing-A-Way #407 Portable Can Opener to America because we realized it was not always convenient or practical to attach one of our popular wall openers.

There were other hand-held can openers on the market, of course, but we envisioned one that was not flimsy and hard to use. What we wanted was a can opener that was as substantial, durable, and efficient as our wall models.

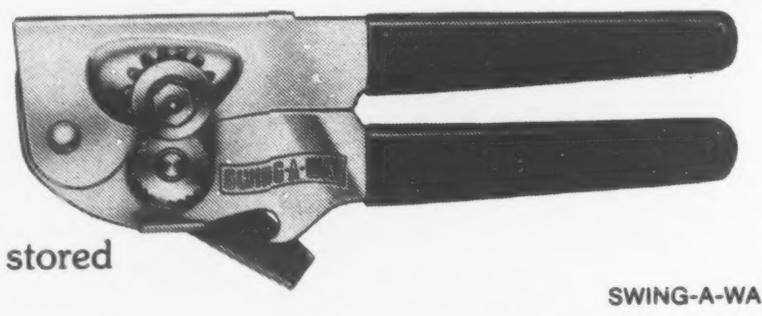
It is no coincidence that the result was the heavy-duty, easy-to-use, gear-driven Swing-A-Way Portable. And it stored in a drawer, out of the way.

In the process we created a classic—a truly sensible can opener.

Today, the Swing-A-Way #407 has become the largest selling can opener of its kind in the world.

SWING-A-WAY

People everywhere tell us its the best.



SWING-A-WAY ST. LOUIS 63116

Skincare
Fragrance

UPSCALING. Chrome etageres with overhead graphics serve to dramatize the health-and-beauty aids section at this Richway unit in Decatur, Ga., an Atlanta suburb. (DSN photo)

HEALTH & BEAUTY AIDS

Figures for these H&BA PMA tables cover the calendar year 1979. They were supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio. Boston covers 320 stores, including 290 discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
BAR SOAP				
1	Zest 6 Pk Special Bath	128,240	2.54	325,730
2	Dial Soap Bath Size 4 Pk	176,706	1.47	259,758
3	Ivory Soap Personal 4 Pk	230,688	1.11	256,064
4	Caress Body Bar 5¢ Off	532,632	0.43	229,032
5	Dial Bath Soap Single Bar 5 oz	457,848	0.49	224,343
6	Coast Bath Soap 2 Pk 10¢ Off 5 oz	151,650	1.00	151,650
7	Dove Soap White 4¢ Off Bath	119,424	0.62	74,043
8	Jergens Soap Personal 3 oz	369,216	0.16	59,075
9	Jergens Family Size Soap 7 oz	170,172	0.31	52,753
10	Coast Deodorant Soap 5 oz Bath	91,600	0.50	45,800
DEODORANTS				
1	Right Guard Deod 10 oz	87,840	2.71	238,046
2	Sure Deod Regular 6 oz	50,536	2.78	140,490
3	Ban Roll-on Deod Reg 2.5 oz	48,656	2.23	108,503
4	Sure Deod Uns 6 oz	35,500	3.01	106,855
5	O S Stick Deod 2.5 oz	59,652	1.44	85,899
6	Sure Deod Regular 4 oz	40,704	1.94	78,966
7	Ban Roll-oz Deod Regular 1.5 oz	50,728	1.50	76,092
8	Sure Roll-oz Deod Reg 2.5 oz	31,988	2.33	74,532
9	Ban Roll-on Deod Uns 2.5 oz	32,726	2.23	72,979
10	Right Guard Deod 5 oz	35,652	1.99	70,947
11	Secret Antiperspirant 6 oz	23,088	3.01	69,495

(Continued on page 72)

Discount Store News

PMA

6th Annual
Product Movement Audit

Bar Soap Sales Up Over 30%; 6-Pack Tops

By M. Raymond Prendergast
President,
Boston Distributors

Bar soap has finally found a home in the discount department store.

Our sales in this classification were up more than 30% in 1979 as most of our customers realized that they could use soap to draw customers without suffering a significant margin loss.

Long a mainstay of the food trade, bar soap special packs can be priced for profit and still stimulate strong impulse sales. Merchandising is the key to success. We suggest dumping soap in wire bins in the gondola run or on endcaps. Manufacturer specials such as multipacks and off-labels will sell the product for you if displayed in this manner.

Leading Brand

Our leading sku in 1979 was Zest's 6-pack followed by Dial bath size in a 4-pack bundle. By placing in the No. 5 position with the single bar pack, Dial was again our leading brand. The most exciting entry in the soap market this year is Minnetonka's Soft Soap. This product looks good, is priced right and makes sense. It will be some time before it can draw customers the way Dial can, however.

Deodorants, another important draw for the mass merchant, showed us more moderate sales growth (15%) in 1979. Right Guard 10 oz. and Sure 6 oz. led our PMA, illustrating the fact that aerosols are far from dead.

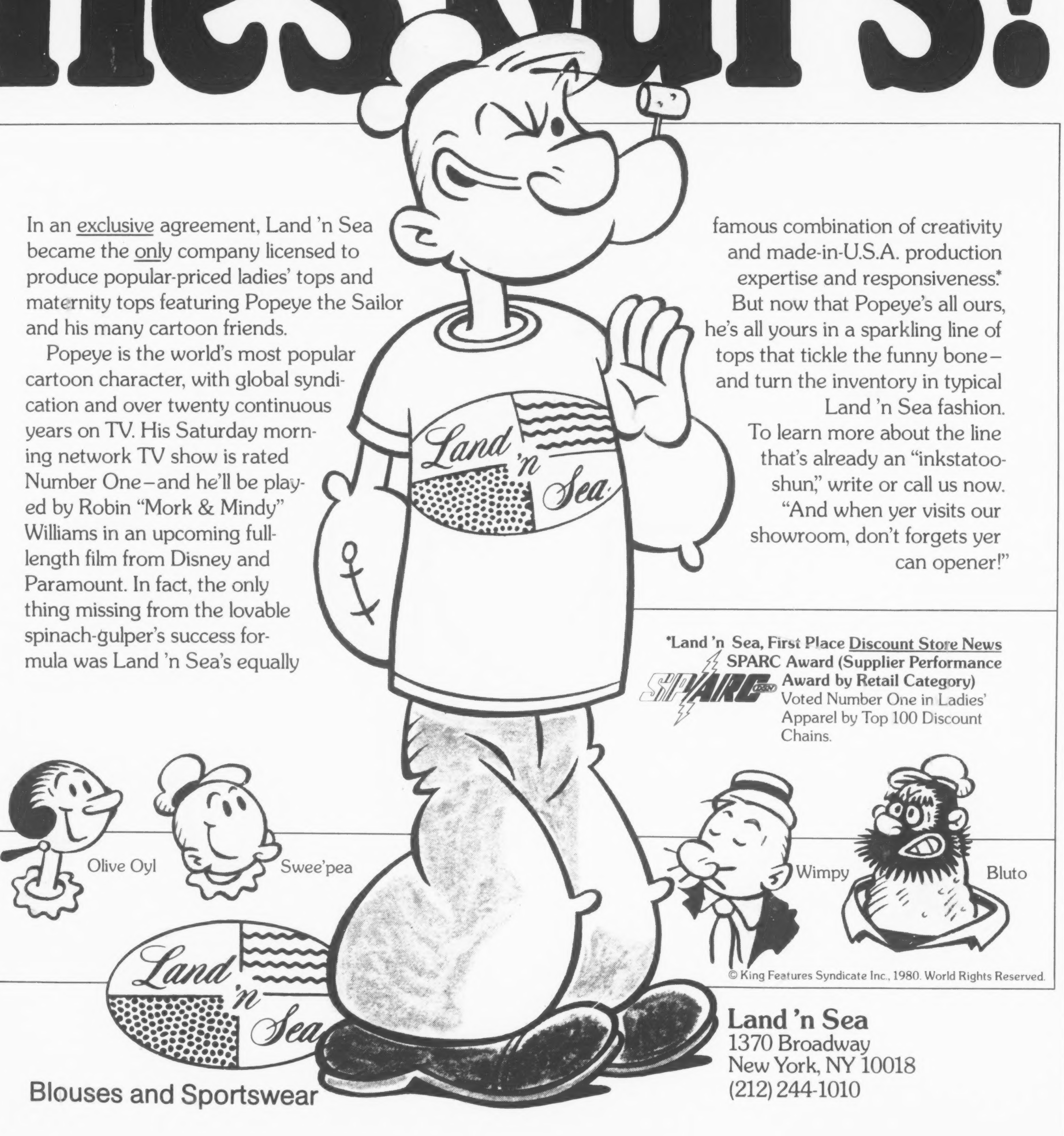
The roll-on segment was again led by Ban with Sure and Secret also scoring well. Although not placing in the top 20, Dry Idea and Tickle showed significant increases in 1979.

The stick category will probably show the greatest growth this year as several manufacturers are introducing solid antiperspirants. Procter & Gamble has solid entries for both the Secret and the Sure brands, and initial sales are encouraging. Faberge, whose Brut 33 Stick was our fastest growing sku last year, has added an antiperspirant to its line.

The sanitary napkin category promises to continue its strong growth pattern in 1980 with recent introductions spurring real increases. Personal Products' new entry, Sure & Natural, is superior to its tremendously successful Stayfree Maxi Pads. Stayfree held three out of our top five positions in 1979.

The other two spots were, of course, held by Tampax, the perennial tampon leader. This year Procter & Gamble will give Tampax a run for its money with its rollout of Rely Tam-

(Continued on page 72)


He's ours!

In an exclusive agreement, Land 'n Sea became the only company licensed to produce popular-priced ladies' tops and maternity tops featuring Popeye the Sailor and his many cartoon friends.

Popeye is the world's most popular cartoon character, with global syndication and over twenty continuous years on TV. His Saturday morning network TV show is rated Number One–and he'll be played by Robin "Mork & Mindy" Williams in an upcoming full-length film from Disney and Paramount. In fact, the only thing missing from the lovable spinach-gulper's success formula was Land 'n Sea's equally famous combination of creativity and made-in-U.S.A. production expertise and responsiveness.* But now that Popeye's all ours, he's all yours in a sparkling line of tops that tickle the funny bone–and turn the inventory in typical Land 'n Sea fashion.

To learn more about the line that's already an "inkstatooshun," write or call us now.

"And when yer visits our showroom, don't forgets yer can opener!"

*Land 'n Sea, First Place Discount Store News SPARC Award (Supplier Performance Award by Retail Category) Voted Number One in Ladies' Apparel by Top 100 Discount Chains.

SPARC

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Land 'n Sea
Blouses and Sportswear

Land 'n Sea
1370 Broadway
New York, NY 10018
(212) 244-1010

SPORTING GOODS

Figures for these sporting goods PMA tables cover the calendar year 1979. They were supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio. Stem covers 600 stores, including 480 discount department stores, in 35 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Rank on previous list is the position of the product on the 1978 annual PMA, which covered the 100 fastest-moving items, but didn't break down the list into separate sporting goods categories.

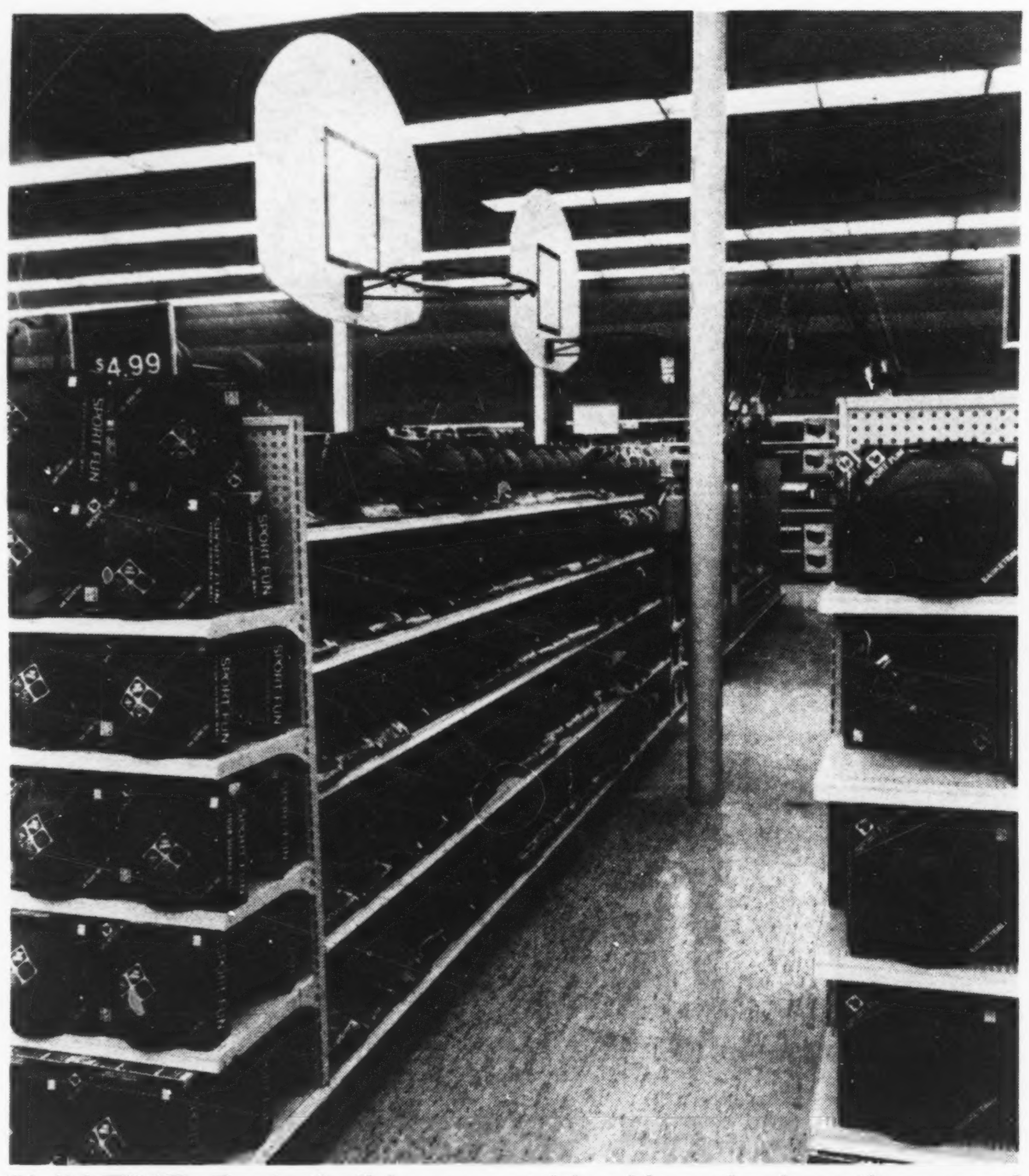
FISHING

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Zebco 33CP spin cast reel	4,844	16.01	77,552
2	11	Daiwa MC1-38 Minicast combo	2,306	32.34	74,576
3	5	Zebco combo, 600 reel/4060 rod	3,973	17.18	68,256
4	8	Zebco combo, 33 reel/3366 rod	1,996	28.74	57,365
5	33	Daiwa 1300C/5012 spin combo	1,255	39.92	50,099
6	22	Zebco Jr spincast combo	5,175	9.04	46,782
7	13	Zebco, combo 202 reel/2023 rod	4,002	10.16	40,660
8	—	Daiwa spincast combo	1,237	30.13	37,271
9	88	Zebco combo, 808 reel/8965 rod	943	39.17	36,937
10	—	Daiwa skirted spinning reel	1,492	22.50	33,570
11	—	Zebco combo, 404 reel/4040 rod	2,443	12.89	31,490
12	—	Zebco combo, US76	2,088	14.73	30,756
13	30	Daiwa 208RL spin cast reel	1,839	14.79	27,199
14	—	Daiwa bait cast reel	375	67.37	25,264
15	—	Daiwa skirted spinning reel	1,748	14.47	25,206

AIRGUNS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	5760/760 Crosman BB/177 rifle	2,140	43.84	93,817
2	26	38T Crosman 177CAL gas revolver	1,472	45.99	67,697
3	20	737 Crosman Super BB's milk carton	30,744	1.75	53,802
4	—	Crosman CO-2 BB rifle	1,632	30.35	49,531
5	24	1377 Crosman Pump pistol BB/177	1,304	44.70	33,304
6	21	Crosman Powerlet 5-pk	17,892	1.81	32,385
7	34	Marksman 1010 BB pistol	2,075	14.45	29,984
8	100	Daisey Lever-action BB rifle	1,392	21.07	29,329
9	76	Daisey Red Ryder BB rifle	1,174	24.94	29,280
10	78	Daisey pump rifle	1,307	21.17	27,669
11	—	Crosman BB/177 pellet rifle	682	40.03	27,300

(Continued on page 68)


PLAY TIME. Basketball hoops and backboards draw the eye of shoppers in Zodys, Slauson Street, Los Angeles. Basketballs are consistently high on the Stem PMA. (DSN photo)

Discount Store News

PMA

6th Annual
Product Movement Audit

Ready-to-Fish Combinations Make Splash

Hunting and fishing basics and a wide assortment of Coleman products dominated the 1979 Stem Distributing annual sporting goods Product Movement Audit.

Air-powered guns made their usual strong showing on the list also, while a total of 10 spots went to products not in those four categories.

Twenty fishing items were listed, including many of the popular Zebco and Daiwa rod and reel combinations. The promotional appeal of these prepackaged rod and reel combinations, which offer ready-to-fish convenience with balanced equipment, has enhanced their value to the consumer seeking an inexpensive activity for family outings.

With gasoline in short supply, and travel vacations often beyond the consumers' financial reach, fishing in local waters has enjoyed a surge of popularity. The packaged combinations are ideal for that market.

Shot shells dominated the ammunition sales last year at Stem, and may also have benefited from the consumers' search for inexpensive sporting activity.

Shifting Gears

Those who already own a shotgun, hand gun or rifle can, with a few dollars worth of shells and a few hours of free time, enjoy target shooting and plinking with their family or friends. A shooter unable to take his family to some vacation spot because of the cost could spend several days of his time off plinking—especially with his 22-caliber rifle or hand gun—at a fraction of the cost of traveling.

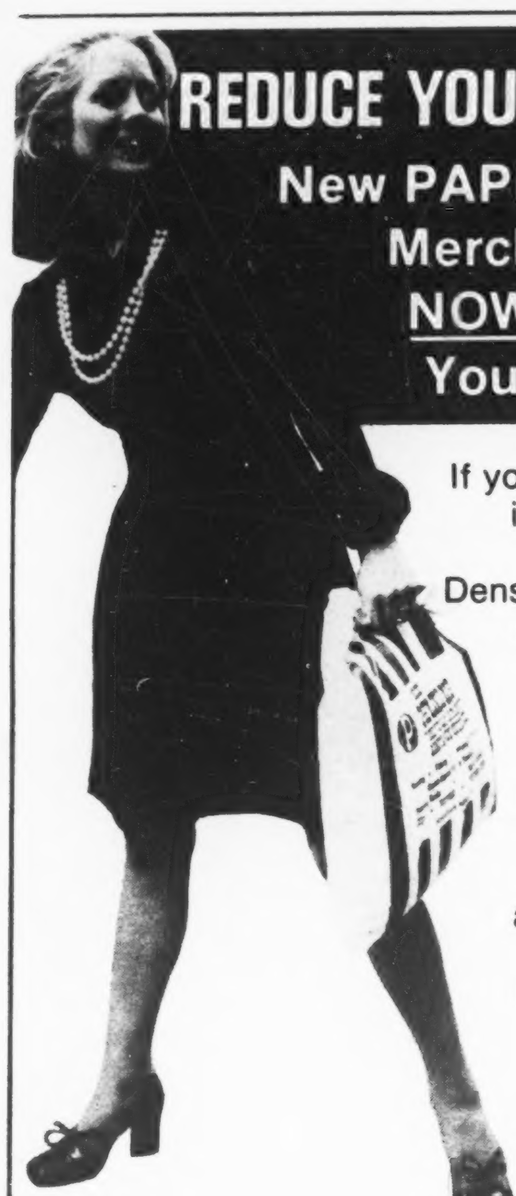
The extremely mild winter weather in most of the country did some harm to the hunting apparel business, but apparently had little effect on ammunition sales. The bulk of the ammunition sold in discount stores is for practicing and for plinking, not for the actual killing of game—and the shooters practiced and plinked as much as always in most markets.

Coleman product sales have benefited from the same gasoline shortages and inflationary pressures that have put long-distance travel out of the picture for many consumers.

While fewer campers will be driving hundreds or thousands of miles to visit national parks and other attractions, many more families will be opting for the outdoor life as an inexpensive alternative to motels and hotels.

Whether the trip is 10 miles or a thousand, the family that is camping still needs lanterns, sleeping bags, coolers, cook stoves and tents. Even if all

(Continued on page 68)


REDUCE YOUR BAGGING COSTS!!!
New PAPERENE® High Density Merchandise Bags
NOW Cost No More than Your Colored Paper Bags!

If you're using colored paper bags, it's time you tried super strong, personalized Paperene High Density Bags. They're space-savers and freight-savers — taking up only half the storage and freight cost of paper.

Available in a full range of standard sizes, in 32 luxurious attention-getting colors, they can be custom imprinted and embossed with your name, logo, etc. Paperene High Density Bags are also stronger than paper (wet or dry) and they're greaseproof too! Call one of our packaging consultants at (312) 274-1292. He'll show you how to get *more bag for your money*.

MIDWEST FILM CORPORATION
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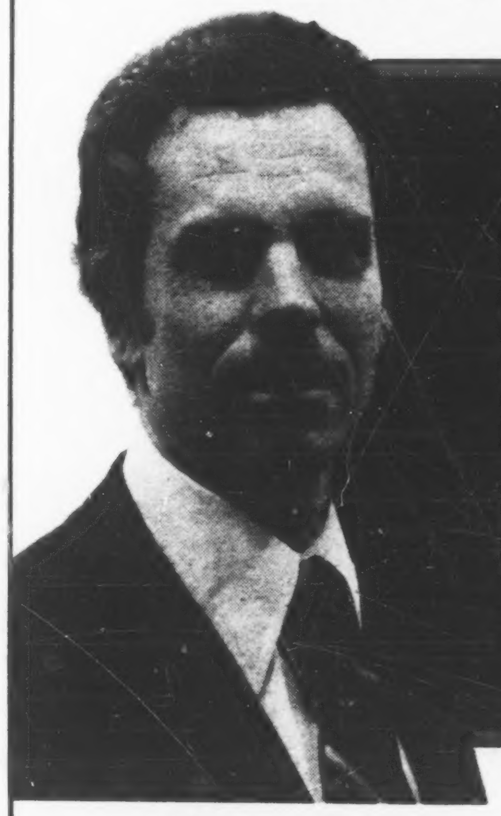
"There must be good money in motorcycle accessories. Otherwise why are all these chains in the business?"

THRIFTY ACRES INC.
BI-MART COMPANY
GOLD TRIANGLE
GRAND CENTRAL INC.
HOWARD BROTHERS
MAGIC MART
SHOPKO STORES INC.
HARTS STORES INC.
GIBSON PRODUCTS CO.
VENTURE STORES
RICHWAY
CLARKIN'S
DANNERS INC.
RINK'S
SMITTY'S OF ARIZONA



Get together with the Dorcy professionals and we'll help get you the business

DORCY DELIVERS
Dorcy delivers profitable accessories business for these chains. And we can deliver for you, too. That's because we have the right product line, the right programs, and the right people to back them up. Our people are professionals. They know mass merchandising. They know what you need to make motorcycle accessories a key profit center in your stores. And that's what they deliver.

We would like to show you how our people and our programs can deliver for you. Contact your Dorcy representative, the regional office closest to you, or write Dorcy Cycle at 3985 Groves Road, Columbus, Ohio 44327.

DORCY
FUQUA SPORTS
COLUMBUS • LOS ANGELES • ORLANDO • DALLAS • BOSTON • TORONTO • NEW YORK CITY

LIGHT TOUCH. Fast-selling lanterns cap camping and fishing equipment gondola at new Rink's, Norwalk, Ohio. Both categories made strong showings in annual PMA. (DSN photo)

SPORTING GOODS

(Continued from page 66)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
AMMUNITION					
1	2	Remington TB22 22lr Thunderbolt	51,900	1.53	79,407
2	6	Rem 1500 22Cal 100-pk lr	19,250	3.34	64,295
3	40	Rem SP12 6 2 3⁄4 Express shell	6,440	7.65	49,266
4	49	Rem SP12 5 2 3⁄4 Express shell	6,140	7.65	46,971
5	4	Rem DP12-6 shot shell	5,780	6.98	40,344
6	23	Rem Yellowdome clay targets	7,167	5.48	39,275
7	71	Rem SP12-7½ 2 3⁄4" Express shot shell	4,760	7.65	36,414
8	87	Rem RS12-6 shot shell	6,200	5.53	34,286
9	42	Rem DP20-6 shot shell	5,320	6.17	32,824
10	—	Rem 22 long rifle 40 grain	19,200	1.68	32,256
11	—	Rem DQ12-8 shot shell	5,540	5.53	30,636
12	82	Rem SP20-6 shot shell	4,400	6.69	29,436
13	—	Rem SP20-4 shot shell	3,860	6.69	25,823
14	—	Rem 3" Express shot shell	4,040	6.37	25,735
15	37	Rem DQ20-8 shot shell	4,940	5.04	24,898
16	—	Rem Yellow Jacket hollow point	11,900	2.02	24,038
17	—	Rem 38 special 158 grain	2,260	10.20	23,052
18	—	Rem 3" Express shot shell	3,580	6.37	22,805
19	96	Rem SP16-5 shot shell	2,720	7.30	19,856
20	—	Rem 22 long rifle 29 grain	11,600	1.57	18,212
MISCELLANEOUS					
1	—	Igloo 1371 Playmate cooler	3,965	19.43	77,040
2	—	Spalding Dr J basketball	5,604	13.72	76,887
3	—	Spalding Barry basketball	3,864	16.29	62,945
4	—	Family 12-qt poly cooler	3,636	14.89	54,140
5	—	Spalding Swisher basketball	4,181	9.52	39,003
6	—	Whamo Frisbee	8,974	3.92	35,178
7	—	Ash portable 7-volt lamp	5,820	5.49	31,952
8	7	Ash flashlight/battery combo	9,234	3.45	31,857
9	12	Plano 6-tray tackle box	1,344	22.21	29,850

(Continued on page 70)

Discount Store News

PMA®

6th Annual Product Movement Audit

Ready-to-Fish Combos Score

(Continued from page 66)

must be purchased at the same time in preparation for a trip, the single outlay in equipment will be far less than the continuing costs of room and board.

Even those families who do not camp need camping accessories—for use in the backyard, at a nearby beach or at home in an emergency.

Other sporting goods categories can be expected to show sales gains from this at-home (or *near*-home) family leisure trend. Screen houses, lawn games, outdoor activities and water sport products should all benefit from increased backyard and swimming activities this summer.

Different Emphasis

While the trend in 1980 has been to trim inventories to keep only the fastest-turning merchandise on the shelf, some categories have increased in assortment. Running counter to the trend to smaller assortments and lower stock levels are fishing tackle and exercise.

Exercise, especially the firmly established physical fitness category, is still a growth category for discounters. Middle- and high-ticket benches and exercise bikes are the mainstay in exercise volume, while the low-ticket accessories and apparel sku's add profit dollars. Most basic exercise equipment is purchased by men, under 25 years, while the women tend to spend more on apparel and fad reducing equipment.

Successful Trade-up

The trend to upgraded fishing equipment has helped that category retain its growth this year, as new rod combos and more sophisticated reels attract freespending, dedicated sports fishermen. Combinations still do 35%-50% of the fishing tackle volume at most chains, but trade-up opportunities abound in the category. Sportsmen with little to do this summer except stay home are likely to spend their available recreation dollars on new and better equipment.

Also aiding the continued growth in fishing equipment is the unabated flow of new baits, a necessary part of the mix in any fishing department and able to hook most browsers for one or more sales each visit.

More Important Role

Salt water fishing is becoming a more important factor in discount stores too, at least for the coastal chains and especially for those in the Sunbelt.

Salt water fishing is even less expensive than fresh water fishing in most locales, since no license is required, and is as easily accessible from the numerous free docks, fishing

(Continued on page 70)

Do it for the money.

TRI-FLON
DANGER

No other product on your shelves lubricates, penetrates and protects like Tri-Flon.

And with our promotional campaign underway, nothing will move off your shelves like Tri-Flon.

Tri-Flon sprays on with billions of specially processed microscopic Teflon* beads that roll like bearings to provide a virtually friction-free surface coating.

Tri-Flon is effective in temperatures of −65°F to +470°F. It prolongs wear, inhibits and breaks up corrosion, draws out moisture and keeps moving parts moving in appliances, tools, sporting goods, marine equipment, guns and just about any sort of mechanical device.

Tri-Flon is a brand new product so markets and uses are still expanding and developing. We've started a program to get Tri-Flon moving with heavy exposure in specialty and general interest publications. You'll also be hearing from us soon on radio and television in selected markets.

We know once we get a can of Tri-Flon in the customer's hand it will sell itself.

All you have to do is enjoy the high profit margin and keep Tri-Flon on the shelf.

For more information call or write us at the Tri-Flon Company. You'll profit from the experience.

Farm News
SHOOTING
PLAYBOY
STEVE MARTIN
Cycle

TRI-FLON™
Lubricant with Teflon*
Making your life a little smoother.

The Tri-Flon Company, 3180 Pullman Street, Costa Mesa, CA 92626, 800/854-6044

*Registered trademark of E.I. Dupont de Nemours & Co., (Inc.)

COOL, MAN. Coolers, like these Coleman products displayed at King's, Newton, Mass., are expected to continue selling strongly as family leisure activities stay in the nation's backyards. (DSN photo)

SPORTING GOODS

(Continued from page 68)

* Note: Coleman products were not carried by Stem Distributing during the period covered by the last annual PMA, and as a result no ranking from the previous list was available.

COLEMAN PRODUCTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Fuel, gallon	71,944	4.00	287,776
2	Double-mantle lantern	6,553	30.19	197,835
3	2-Burner stove	3,833	31.47	120,625
4	48-qt Poly cooler	2,746	30.11	82,682
5	44-qt Cooler	2,212	34.69	76,734
6	34-qt Poly cooler	4,032	15.71	63,343
7	275-710 Lantern	1,741	34.03	59,246
8	3-lb Nylon sleeping bag	2,387	19.91	47,525
9	A704 Sleeping bag	2,229	20.55	45,806
10	Adjustable catalytic heater	929	46.24	42,957
11	2-Burner stove	885	41.23	36,489
12	Propane lantern	1,534	22.90	35,129
13	1-gal Jug	3,555	9.43	33,524
14	56-qt Cooler	775	40.58	31,450
15	Propane fuel	10,776	2.73	29,418
16	4-gal Oscar cooler	1,936	13.74	26,601
17	Silk lantern mantle, 2-pak	48,750	0.53	25,838
18	Economy propane stove	564	37.96	21,409
19	2-gal Jug	1,361	12.44	15,931
20	3-gal Roundabout	1,198	13.74	16,461

Source: Stem Distributing

Discount Store News

PMA®

6th Annual
Product Movement Audit

Ready-to-Fish Combinations Make Splash

(Continued from page 68)

piers and surf casting areas set aside by local governments.

The air guns listed on this year's chart are another indication of increased togetherness in American families seeking inexpensive leisure activities.

A father and son (or daughter, less frequently) can spend many enjoyable afternoons together in the woods, basement or backyard plinking with an air-powered rifle or hand gun, at minimal expense. Ammunition for the air guns is very inexpensive—and recoverable when a trap is used—and the guns are sophisticated enough so even dad can enjoy the sport.

More good news for the bottom line in sporting goods departments comes from the apparel side, where running shoes, warm-up suits and sweatsuits are adding moderate to high tickets and high gross margins.

More Emphasis

At some chains, apparel items now constitute 30% or more of the sporting goods volume, and growth opportunities are available in gym suits, specialized shoes and apparel for specific sports and apparel accessories for sportsmen.

The end result of the apparel business is a gradual easing of the gross margin crunch that had characterized sporting goods in recent years. Generally less promotional merchandise mixtures, selective sku cuts in some areas, concentration on higher-margin accessory items in hard and soft sporting goods lines and a growing consumer preference for basic, family-oriented leisure equipment may produce an average departmental gross margin of 30% soon.

Power Equip. Group Plans April Meet

WASHINGTON, D.C.—The Outdoor Power Equipment Institute will hold a one-day conference April 10 for marketing managers in the power equipment industry.

The conference, "Strategic Planning for the 80's" will be held at the Midway Motor Lodge (Airport), Milwaukee. The registration fee is $75 for OPEI members, $125 for nonmembers. Interested retailers should contact Norman Sharp, OPEI, 1901 L St. (Suite 700), Washington, D.C. 20036.

NACSM Moves

NEW YORK—The National Association of Catalog/Showroom Merchandisers has moved its office to 276 Fifth Ave., New York, N.Y. 10001. Its new phone number is 212-686-9315.

Coleman® Lanterns, Stoves & Heaters.
Our name alone
gives folks a warm feeling.

Seems like they come in the door looking for the Coleman name. Whether they're buying gas or propane... lanterns, stoves or heaters... we give 'em a warm feeling every time.

Maybe it's knowing that Coleman has been in the woods more than anyone else. Maybe the recommendation of a good friend. Or the way the features stack up in various consumer reports. Or the economy of Coleman fuel.

Whatever it is, it sells a lot of products for you and us. It makes a lot of friends, too. And when you get right down to it, that gives everybody a warm feeling. Just ask your Coleman man.

COLEMAN BUILDS TOUGH STUFF. ® Coleman

The Coleman Company, Inc. • Wichita, Kansas

HEALTH & BEAUTY AIDS

(Continued from page 64)

DEODORANTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
12	Mennen Speed Stick Reg 2.5 oz	49,104	1.40	68,746
13	Brut 33 Deod Stick 2.75 oz	54,012	1.27	68,595
14	Secret Roll on Reg 2.5 oz	26,972	2.33	62,845
15	Sure Deod Uns 4 oz	31,444	1.94	61,001
16	Arrid X-Dry Spr Rg 6 oz	24,400	2.44	59,536
17	Sure Roll on Deod Uns 2.5 oz	24,740	2.33	57,644
18	Secret Deod Spray 7 oz	19,776	2.88	56,955
19	Secret Deod Roll on 1.5 oz	31,572	1.58	49,884
20	Secret Antiperspirant 4 oz	24,772	1.94	48,058

SANITARY NAPKINS & TAMPONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Tampax Super 40's	117,954	2.38	280,731
2	MDS Stayfree Maxipads 930 30's	78,192	3.27	255,688
3	Tampax Regular 40's	85,374	2.38	203,190
4	MDS Stay Super Maxipads 30's	52,920	3.43	181,516
5	MDS Stayfree Maxipads 948 48's	32,478	4.95	160,766
6	Modess Super 123 40's	31,740	4.15	131,721
7	Tampax Super Plus 40's	52,518	2.38	124,993
8	New Freedom Maxi Pads 30's	38,088	3.27	124,548
9	Kotex Super 210 30's	36,252	3.27	118,544
10	MDS Stayfree Minipads 30's	43,500	2.38	103,530
11	Kotex Lightdays Oval Pads 30's	45,432	2.15	97,679
12	Pltx De Tm Sup 28's	45,192	2.16	97,615
13	PL DE TMP PL 28's	41,172	2.35	96,754
14	Modess Regular 113N 40's	21,384	4.15	88,744
15	MDS Stayfree Maxipads 912 12's	65,064	1.34	87,186
16	Modess Hospital 138 24's	23,772	3.56	84,628
17	Kotex Regular 110 30's	24,372	3.27	79,696
18	Pltx Deod Tmp Reg 28's	36,444	2.16	78,719
19	Kotex Maxipads #190 30's	22,776	3.27	74,478
20	MDS Stayfree Deod Minipads 30's	23,304	2.66	61,989

CURLERS & PERMS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rave Soft Perm Refill 3182	38,076	2.87	109,278
2	Rave Soft Perm Kit 3180	22,620	4.71	105,540
3	Toni Perm Refill Regular 1121	16,518	3.11	51,371
4	Toni Silkwave Perm Super 1131	12,801	3.11	39,811
5	Lilt Push Button 34440	11,082	3.52	39,009
6	Lilt Regular 32750	12,462	3.10	38,632
7	Lilt Special 34050	14,370	2.60	37,362
8	Toni Spin Curlers 3281	10,494	3.11	32,636
9	Toni Silkwave Perm Gentle 1111	10,344	3.11	32,170
10	Loreal X Bdy Perm Normal D1091	10,276	3.10	31,856
11	Lilt Super 32380	8,610	3.10	26,691
12	Toni Curl Free Kit 1520	6,300	3.82	24,066
13	Toni Silver Curl Perm 1451	6,135	3.52	21,595
14	Lilt Body Wave 31327	7,584	2.60	19,718
15	Toni Silkwave Body Refill 1181	6,072	3.11	19,552
16	Loreal X Bdy Perm Tnt & Blch D1092	7,432	2.60	19,323

CREME RINSES & CONDITIONERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Flex Balsam w/Body 6970 16 oz	57,606	2.24	129,037
2	Flex Balsam Regular 6969 16 oz	45,402	2.24	101,700
3	Agree Conditioner w/Body 12 oz	50,952	1.82	92,733
4	Agree Conditioner Regular 12 oz	48,196	1.82	87,717
5	Vidal Sassoon Fnsh Rinse 8 oz	29,592	2.60	76,939
6	Wella Balsam w/Body 16 oz	38,592	1.99	76,798
7	Silkience Cond Ex Body 15 oz	28,684	2.23	63,965
8	Tame Cond Cln Rnse X-Body 16 oz	27,732	2.07	57,405
9	Wella Kolestrol Tube 4.25 oz	31,182	1.81	56,439
10	Silkience Cond Reg 15 oz	21,854	2.23	48,734
11	Flex Balsam Light Cond 16 oz	20,970	2.24	46,973
12	Faberge Organic Cond 15 oz	23,196	1.99	46,160
13	Agree Conditioner Oily 12 oz	24,852	1.82	45,231
14	Vidal Sassoon Remois Cr 4 oz	12,324	3.60	44,366
15	Tame Cond Cln Rnse Normal 16 oz	21,468	2.06	44,224
16	Wella Balsam Regular 16 oz	20,820	1.99	41,432

(Continued on page 77)

Discount Store News

PMA®

6th Annual Product Movement Audit

Bar Soap Sales Up Over 30%

(Continued from page 64)

pons. Kimberly-Clark, also showing gains in 1979, is expanding its deodorant concept to include the Lightdays brand.

Another growth classification to witness increased competition in the 80's is the home permanent. Rave, from Chesebrough-Pond, took the perm segment by storm and landed in the No. 1 and No. 2 positions. An ammonia-free soft perm, Rave created a new market into itself. Gillette's Lightwaves, capitalizing on the same concept, was No. 17 and 18. Clairol expects to enter the fray with its Kindness soft perms. These products will contain additional conditioners to maximize manageability.

The traditional perm market, dominated by Toni and Lilt, saw significant growth in 1979 because of the trend toward curlier fashions. Chesebrough-Pond promised to shake up this segment in 1980 with its Extra Curly line extension.

Shifting Emphasis

The creme rinse and conditioner category, still dominated by Flex and Agree, also experienced a shakeup in 1979. Sassoon reached the top five with its finishing rinse, and placed No. 14 with the remoisturizer. Current numbers promise an even better year ahead for this line. Gillette fared well with Silkience in the No. 7 and 10 spots, and Clairol placed two sku's of Condition II in the top 20.

Shampoos were again led by Head & Shoulders with Flex, Agree and Prell rounding out the top five. Sassoon streaked to No. 6, again illustrating the importance of this brand in the hair care department. Clairol's Conditioning Shampoo made its presence felt in 1979 by capturing the No. 11 position.

Our largest growth in the hair care segment was in the category marketed for blacks. Ultra Sheen, although still the dominant factor, lost the No. 1 spot to Carson Chemicals' Dark & Lovely Kit. Revlon placed all three formulations of its relaxer kit in the top 10, and T.C.B. jumped to No. 4 with its 8-oz. Hair Dressing. The showings of Dark N Lovely and T.C.B., as well as the strength of other relatively new lines, such as Sta Sof and Pro, demonstrate how volatile this category has become.

Growth in the razor and blade department was spurred by Atra's success in garnering the No. 3 and 7 positions with blades, and No. 20 with its razor. Warner-Lambert's Personal Touch 4's also hypoed sales by climbing to No. 8.

The really big story in this department, however, continues to be the disposable razor. Good News is still the dollar sales leader but Bic no longer lags far behind. Sales

(Continued on page 77)

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Discount Store News

PMA®

6th Annual Product Movement Audit

Bar Soap Sales Up Over 30%

(Continued from page 72)

have not reached their potential as many retailers hesitate to radically expand facings or to promote disposables on endcaps on a regular basis.

The introduction of new packs by both Good News and Bic, and the entry of Schick into the market will help to increase the exposure of this profitable category.

Aside from placing its 4-pack in the No. 5 position in the blade PMA, Bic attained the No. 1 spot in the trial-size ranking with its 2-pack men's shaver. The profitability of trial sizes for the retailer, and the manufacturer's accessibility to new users, have maintained trial sizes as an ongoing department in the discount store.

New Strategy

Many manufacturers are now making trial sizes of established brands available on a regular basis. New-product introductions accompanied by trial sizes have also become accepted practice in the industry.

Merchandising of the trial products is the key to success, as the sale is almost entirely impulse. Wire baskets on endcaps or at the checkouts have yielded the best results for stimulating everyday sales. Exceptional values to the customer, which are available on occasion, will yield tremendous sales if promoted in print ads.

Gemco/Memco Bows In Tucson, Las Vegas

BUENA PARK, Calif.—Gemco/Memco entered two new markets as it opened four stores to boost its count to 76. The chain projects passing the 80 mark in 1980.

The two new markets for the Gemco nameplate are Las Vegas, Nev., and Tucson, Ariz., where 102,000-sq.-ft. units were unveiled. Each market will get another Gemco this year, an executive said.

Gemco/Memco's parent Lucky Stores already has supermarkets in both markets, giving the company a base from which to develop customers for its membership discount stores.

Still Developing

Gemco's move into Tucson extends its Arizona operation to the state's second largest city. There are Gemco units in Phoenix and the suburbs of Glendale and Tempe, the largest market in Arizona.

The other two Gemco/Memco openings were a 104,000-sq.-ft. Memco in Baltimore as the second in that city with another due this year, and a 102,000-sq.-ft. Gemco in Riverside, Calif., the second in that Los Angeles suburb.

HEALTH & BEAUTY AIDS

(Continued from page 72)

CREME RINSES & CONDITIONERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
17	Clairol Condition Jar 4 oz	13,260	3.02	40,045
18	Condition II Cr Ex Body 16 oz	16,958	2.23	37,816
19	Clairol Condition Jar 8 oz	7,002	5.25	36,761
20	Condition II Cr Ex Pro Frm 16 oz	15,892	2.23	35,439

SHAMPOO

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Head & Shoulders Ltn 15 oz	49,320	3.46	170,647
2	Flex Shampoo Normal 7156 16 oz	73,908	2.12	156,685
3	Agree Shampoo Regular 12 oz	62,616	2.28	142,764
4	Prell Shampoo Liquid 16 oz	44,804	2.89	129,484
5	Head & Shoulders Ltn 11 oz	45,420	2.70	122,634
6	Vidal Sassoon Shampoo 8 oz G30	43,344	2.60	112,694
7	Faberge Organic Shampoo 15 oz	42,144	2.56	107,889
8	Flex Shampoo Oily 7157 16 oz	47,814	2.12	101,366
9	Agree Shampoo Oily 12 oz	43,080	2.28	98,222
10	Agree Shampoo Balsam 12 oz	42,028	2.28	95,824
11	Clairol Cond Sham Normal 16 oz	41,148	2.05	84,353
12	Prell Shampoo Tube Conc 7 oz	27,756	2.89	80,215
13	Head & Shoulders Tube 7 oz	24,864	2.70	67,133
14	Prell Sham Liquid 11 oz	24,548	2.69	66,034
15	Head & Shiders Ltn 7 oz	60,424	2.00	120,848
16	Breck Shampoo Normal 15 oz	20,268	2.88	58,372
17	Body On Tap Shamp Normal 11 oz	22,404	2.15	48,169
18	Flex Shampoo Tint & Bleach 16 oz	22,398	2.12	47,484
19	Milk Plus 6 Sham Normal 8 oz	21,324	2.04	43,501
20	Breck Shampoo Oily 15 oz	15,036	2.88	43,304

BLADES & RAZORS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Gillette Trac II Crtg 1265N 9's	90,932	2.86	260,066
2	Good News Razor Disposable 3 Pak	288,216	0.72	207,516
3	Atra Cartridge 5's	82,620	1.70	140,454
4	Gillette Trac II Crtg 1250 5's	86,004	1.60	137,606
5	Bic Shaver 4 Pak R69B	214,668	0.63	135,241
6	Gillette Trac II Crtg 14's	32,616	4.00	130,464
7	Atra Cartridge 10's	38,436	3.20	122,995
8	Personal Touch Rfl Cart 4's	54,336	1.77	96,175
9	Schick II Twin Cart 349 9's	26,940	3.39	91,327
10	Gillette Supr SSDE 1981N 10's	38,832	2.34	90,867
11	Gillette Supr Blue DE 1013 15's	33,564	2.20	73,841
12	Schick II Ultrex Cart 4's	43,308	1.59	68,860
13	Schick Plus Plat Inj 15's	20,880	3.16	65,981
14	Lady Flicker Razor 0018	37,044	1.76	65,197
15	Schick Plus Plat Inj 604 7's	33,936	1.82	61,764
16	Gillette Plat Plus DE 1432 10's	22,800	2.60	59,280
17	Gillette Techmatc Adj 1829 10's	19,572	2.74	53,627
18	Schick II Twin Cart 340 5's	26,784	1.91	51,157
19	Schick Sup Chrom Inj 794 8's	22,992	2.14	49,203
20	Atra Razor 2888	11,778	3.96	46,641

ETHNIC PRODUCTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Dark N Luvly Relaxer Kit	11,348	4.76	54,016
2	Ultra Sheen Condition 8 oz	16,251	2.88	46,803
3	Revlon Relaxer Kit Regular	6,534	5.94	38,812
4	T C B Hair Dress 8 oz	9,606	3.27	31,412
5	Revlon Relaxer Kit Mild	5,208	5.94	30,936
6	Revlon Relaxer Kit Super	4,715	5.94	28,007
7	Ultra Sheen Permanent Regular	5,854	4.76	27,865
8	Ultra Sheen Cond X-X Dry 8 oz	9,272	2.88	26,703
9	Ultra Sheen Permanent Super	5,008	4.76	23,838
10	Ultra Sheen Permanent Mild	4,541	4.76	21,615
11	Sta Sof Fro 16 oz	3,839	3.99	15,318
12	Hair Rep 14 oz	9,441	1.58	14,917
13	Sta Sof Fro Spray Regular 8 oz	7,303	2.00	14,606
14	Pro Line Hair Food 7.5 oz	4,370	3.00	13,110
15	Pro Line Hair Food 4 oz	6,907	1.60	11,051
16	French Perm Kit Regular	2,318	4.76	11,034
17	Sulfer 8 H&S 17319 4 oz	5,271	2.08	10,964
18	Ultra Sheen Relaxer 16 oz	2,357	4.04	9,522
19	French Perm Kit Mild	1,935	4.76	9,211
20	Posner Bergamot 7 oz	4,806	1.88	9,035

(Continued on page 78)

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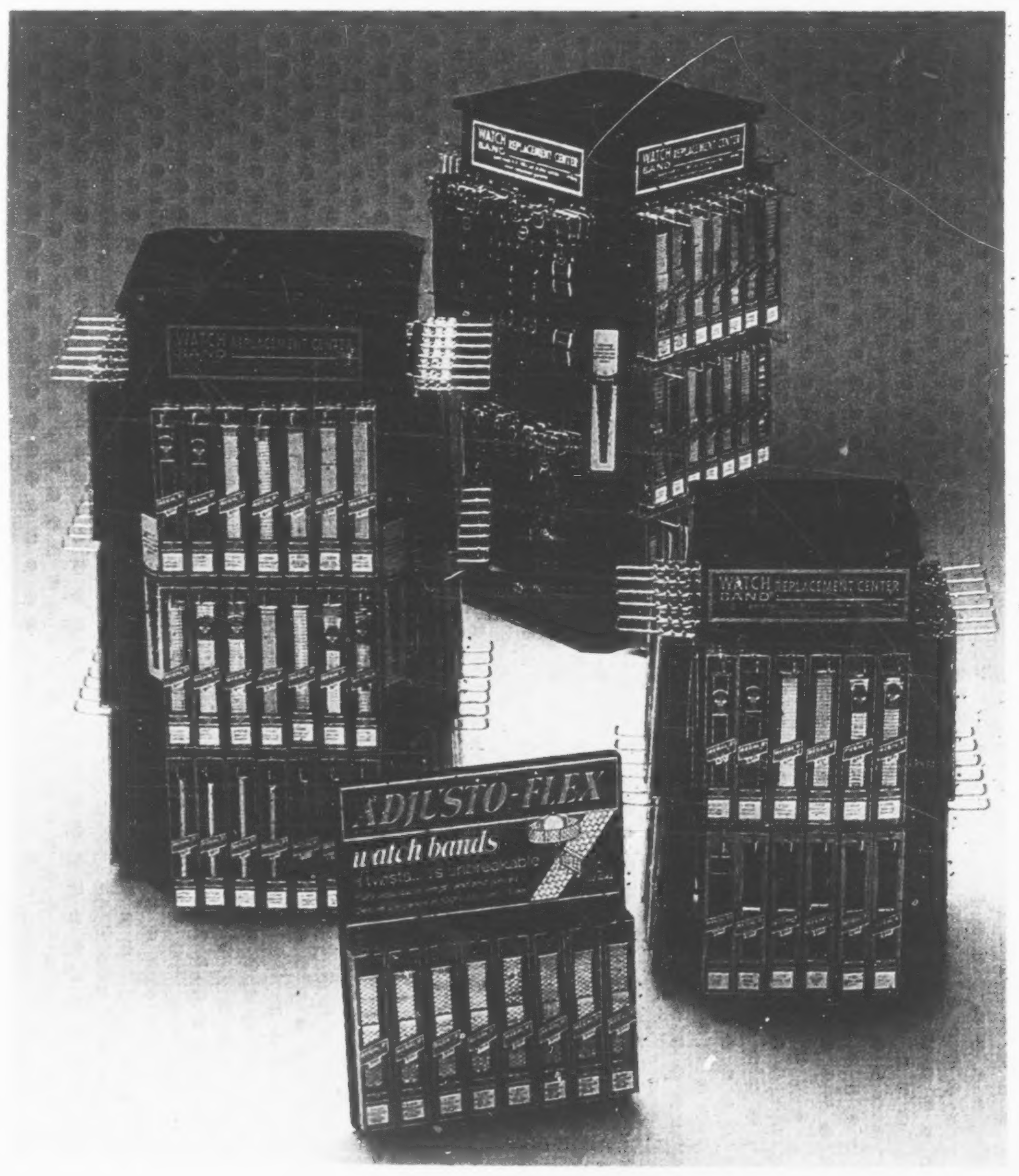

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Dept. Store Offspring Carve Niche

(Continued from page 3)

might, for example, expand Easter candy.

The emphasis on merchandising was underscored by one Richway store manager, who said that historically "discounters with a department store background have placed more importance on the buyers. The buyers think anyone can run a store. We think it's easier to buy merchandise."

Clearly, the merchandising strategy of the upscalers, with their emphasis on apparel, domestics and high-margin home furnishings like wicker, lamps and wall hangings, points to a profitable formula.

"It doesn't take a genius to give away Prestone," said James Hyman, vice president and general merchandise manager of Bradlees, one of the few upscalers, along with Caldor, without a department store heritage.

With increased competition from catalog showrooms in hard lines, upscalers clearly have to offer customers a reason other than price to shop their stores.

"We're still in a price business," observed David Snell, vice president of marketing and sales promotion, Gold Circle. "We have to be, in H&BA and household chemicals. They are hot tonnage items on which we are very competitive and that we stand by. But we have to identify what we do well, and low price is not one of the main reasons customers shop our stores."

Gold Circle's strongest soft lines stores do 45% of their sales in wearables and an additional 10%-15% in domestics. Richway does approximately 40% in soft lines overall while at Bradlees, apparel and domestics together do 60% of sales.

Clearly the main stumbling block to successful apparel merchandising is the unavailability of most national brands—a particular sore spot among merchandisers at the chains.

"Brands give us credibility," said Jack Heilpern, vice president for soft lines at Richway.

Questionable Practice

"Our stores are beautiful—there's no reason we shouldn't have Arrow shirts or Jockey underwear. We are a logical outlet for mass-produced brands—not necessarily designer labels. The manufacturers should see our distribution potential—but they have an ego problem."

Most of the trade-up group have stressed the brands they do have, like Wrangler, Hanes, Dickie and Fruit of the Loom. Target promotes Ditto jeans. Richway and Target buy Levi's through secondary sources, and Target caused a mild uproar when it promoted Calvin Klein, Gloria Vanderbilt and Sasson jeans. While most merchandisers are open to off-price buys of hot brands to generate traffic, they recognize their bread and butter is in fashion, continuity and selection.

While the department store children may have inherited their soft lines orientation from their founders, the second generation of middle management has several origins. Buyers and store managers are from Sears and Penney, other discounters or specialty chains.

"All our key people are not out of the department store but out of the discounter," said Richway's Heilpern.

Upscale discounters now appear to use the resources of their parent companies for operations rather than merchandising.

"We have gotten support services from Rich's, but they have no influence in our merchandise strategies," said John Weitnauer, chairman of Richway.

Snell pointed out that Gold Circle may draw on the expertise of Federated's planners, but noted: "We first must define what we want—as we do that, the solutions become obvious."

As the second and third generations of upscale discounters talk to each other and learn from each other's mistakes, their stores are likely to look more and more alike.

HEALTH & BEAUTY AIDS

(Continued from page 77)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	TRIAL SIZES			
1	Bic Shaver 4 Pack Disp 7912A	87,264	0.63	54,976
2	Excedrin Trial Size PP 12's	154,368	0.28	43,223
3	Colgate TP Trial Size .75 oz	235,872	0.15	35,381
4	Prell Liquid Trial Size 1.5 oz	131,760	0.23	30,305
5	Stayfree Deod Mini Pad Trial 290	139,584	0.20	27,917
6	Gleam Toothpaste 3 oz	50,508	0.54	27,274
7	Stayfree Mini Pad Trial PP 5 5	163,760	0.15	24,564
8	Efferdent Tabs Trial 6's	100,728	0.24	24,174
9	Flicker Trial Size T39X	69,552	0.31	21,561
10	Curad Trial Size 10's	139,584	0.15	20,938
11	Faberge Organic Shampoo Trial 2 oz	77,904	0.23	17,918
12	Baby Fresh Take Along Trial 18's	41,688	0.39	16,258
13	Bic Lady Shaver Trial R25L12 2 Pk	74,520	0.20	14,904
14	Agree Shampoo Trial PP 2 oz	63,840	0.23	14,683
15	Silkience Cond Trial Size PP 2 oz	45,600	0.31	14,136
16	Edge Shave Cream Trial PP 2.5 oz	33,840	0.39	13,198
17	Duration Trial Size PP .1 oz	33,768	0.39	13,170
18	Phisoderm Trial Size PP 1 oz	40,608	0.31	12,588
19	Milk +6 Trial Size Display 7882	30,672	0.39	11,962
20	Brut Shampoo Trial Size 2 oz	50,472	0.23	11,609
	BABY PRODUCTS			
1	J&J Baby Powder Econ 3025 14 oz	62,220	2.00	124,440
2	Q Tips Cotton Swabs 300's	69,120	1.70	117,780
3	J&J Baby Shampoo IMP 3721 16 oz	33,168	3.27	108,525
4	Vas Int Care Baby Powder 24 oz	59,196	1.59	94,240
5	J&J Cotton Swabs 8216 400's	35,208	2.55	89,851
6	Baby Fresh Wipes 6718 40's	73,134	1.19	87,176
7	J&J Baby Powder Fam 3027 24 oz	26,736	3.08	82,347
8	J&J Baby Shampoo 3719 11 oz	32,472	2.47	80,271
9	Vas Int Care Baby Sham 16 oz	45,504	1.59	72,442
10	Q Tips Cotton Swabs 4-5070 170's	54,720	1.31	71,793
11	Vas Int Care Baby Oil 16 oz	43,920	1.59	69,921
12	J&J Baby Powder Lge 3021 9 oz	42,564	1.48	62,995
13	Vaseline Pet Jelly 4-2343 15 oz	33,876	1.80	60,977
14	Vaseline Petr Jelly 4-2352N 7.5 oz	40,428	1.28	51,748
15	Diaperene Wash Cloths 7050 70's	31,188	1.60	49,901
16	J&J Baby Ltn Econ 3516 16 oz	15,276	3.24	49,494
17	Whites A&D Oint 85-WMJ-2 4 oz	23,388	1.99	46,542
18	J&J Baby Oil Lge 3308N 10 oz	19,008	2.44	46,380
19	Vaseline Pet Jelly 4-2326 3.75 oz	51,552	0.86	44,335
20	Diaprene Wash Cloths 150's	16,332	2.70	44,096
	TOOTHPASTE			
1	Crest Reg Toothpaste 7 oz	207,096	1.52	314,786
2	Crest Mint Toothpaste 7 oz	174,200	1.52	264,784
3	Crest Reg Toothpaste 9 oz	90,756	1.96	177,882
4	Crest Mint Toothpaste 9 oz	88,972	1.96	174,385
5	Aim Toothpaste 6.4 oz	125,984	1.27	160,000
6	Colgate Dental Cream Fm 7 oz	80,932	1.29	150,842
7	Aim Toothpaste 8.2 oz	84,680	1.54	130,407
8	Aqua Fresh Toothpaste 6.4 oz	71,880	1.78	127,946
9	Close Up Reg Toothpaste 6.4 oz	84,328	1.51	127,335
10	Colgate Dental Cream Sup 9 oz	71,614	1.70	121,744
11	Crest Reg Toothpaste 5 oz	93,224	1.16	108,140
12	Crest Mint Toothpaste 5 oz	88,456	1.16	102,609
13	Pepsodent Toothpaste Sup 8.3 oz	58,164	1.41	84,919
14	Colgate Dental Cream Lge 5 oz	78,096	1.06	82,782
15	Sensodyne Toothpaste Econ 4 oz	42,312	1.86	78,700

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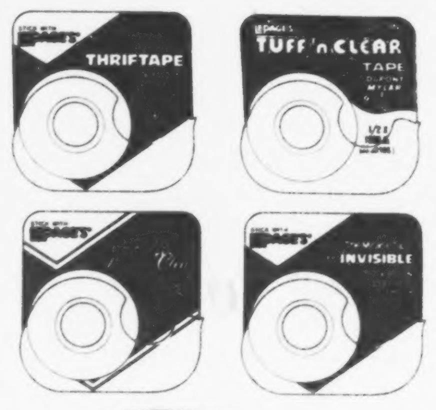
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New Prototypes Sprout; Apparel, Home Decor Upstyled

Nationwide DSN Report

On the threshold of a new decade, discounters around the country have been unveiling a new look which they say will be the blueprint for discounting in the 80's.

At the core of the heavily bankrolled trend are chains' desire to carry more fashion-sensitive (and expensive) items in both apparel and home decor, and their need to further differentiate themselves from their discounting neighbors.

Macks (variety stores) is one of the chains seizing the moment with its upscale entry into discounting, Maxway. Wal-Mart, Gold Circle, Rose's, Richway and Magic Mart are also among the chains trading capital expenditures for a better market position.

(Jefferson, the discount branch of Montgomery Ward which was about to debut with eight smaller-format stores in Philadelphia, has suspended its plans until 1981, according to one chain source, after budget talks scheduled for later this year have been concluded.)

Maxway, Macks' discount store spinoff, is a quarter-of-a-million-dollar investment in upscale merchandising. (See photos, p. 8.)

"That $250,000 covers computerized registers, fixtures, in-store signing and some carpeting," said John Wells, controller for the chain. "It does not include leasehold improvements or buying-staff salaries." At an average expense of $6 to $7 a square foot, the outlay (per square foot) was comparable to the cost of fixturing a 15,000-sq.-ft. variety store, Wells noted.

Wells figures the actual "working" life of the store (and the payback on the investment) is roughly 10 years, but the impact on the bottom line will be immediate.

"Three years ago with 92 units, the chain was doing just over $40 million in sales." Wells said. "This year with 100 variety stores and four Maxways [three more are scheduled to open this year] we're projecting $75 million."

The chain's decision to computerize the front end at the Maxway stores goes hand in hand with its decision to track merchandise by item, and to

(Continued on page 35)

Jefferson, as in Fort Myers, Fla., store, takes a much more upscale approach to consumables than do most discounters, both in merchandise and presentation. (DSN photo)

Pop Tops in Consumables Despite Low Margins

Nationwide DSN Report

Despite relatively low margins, soft drinks are discounters' star performers in consumables.

While buyers are not anticipating greater profits or sales from other consumables—candy, snack foods and paper products—bottled soft drinks are proving to be powerful traffic items with such great sales velocity that chains often are able to make a favorable return on investment.

An Ayr-Way spokesman noting that everyday margins on soft drinks average about 20%, said: "The return on investment is tremendous. You sell the goods almost before you have to pay for them. In addition, you get tremendous service because soft drink bottlers are very competitive."

While most chains buy soft drinks through distributors, who drop ship to stores and fully service the racks that they normally supply, Jefferson services its own stores in southern Florida through its warehouse. And, while other chains will sometimes run soft drinks and other consumables at cost or below on promotion, a Jefferson spokesman said the chain tries to maintain healthy margins.

"This is a profit center," he said. "There are no loss leaders in this department."

However, Jefferson, one of the leading trade-up chains in

(Continued on page 40)

Interstate Seen Winning Control Of Vornado Board

GARFIELD, N.J.—A repeat of last year's open battle for control of Two Guys seems to have been averted by an agreement between the two warring parties.

The management of Vornado, Two Guys' parent company, and the three principals of Interstate Properties Inc., the insurgents who won three board seats in last year's bitter proxy fight, reached a compromise which is expected to give Interstate control of the board of directors.

The two factions have agreed to support a three-man slate for

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Wal-Mart Bow Prelude to Metro Unit?

Gold Circle Evolves Model For Remodels

Two major discounters unveiled new looks almost simultaneously in recent weeks—Wal-Mart and Gold Circle.

In the case of Wal-Mart, the new prototype that opened in Pine Bluff, Ark., and Moore, Okla., may signal a new strategy for the chain. Large for Wal-Mart, the 60,000-sq.-ft. stores are upscale in presentation with an emphasis on fashion apparel.

Gold Circle's prototype unit is not a new store, however, but rather the model for improvements in aging stores that had begun to decline in appearance and sales.

Located near Gold Circle's Worthington, Ohio, headquarters, the redone unit on West Broad Street in Columbus is the first of six stores scheduled to be updated by the chain in 1980.

While Gold Circle long prized its image as a trade-up discount chain, Wal-Mart instead cultivated a much more basic image. And, while Gold Circle built larger stores (the West Broad Street store is 87,000 sq. ft.) in small cities and suburban areas, Wal-Mart stores average about half that size and are located in small rural towns.

But, with a new decade under way, Wal-Mart's strategy

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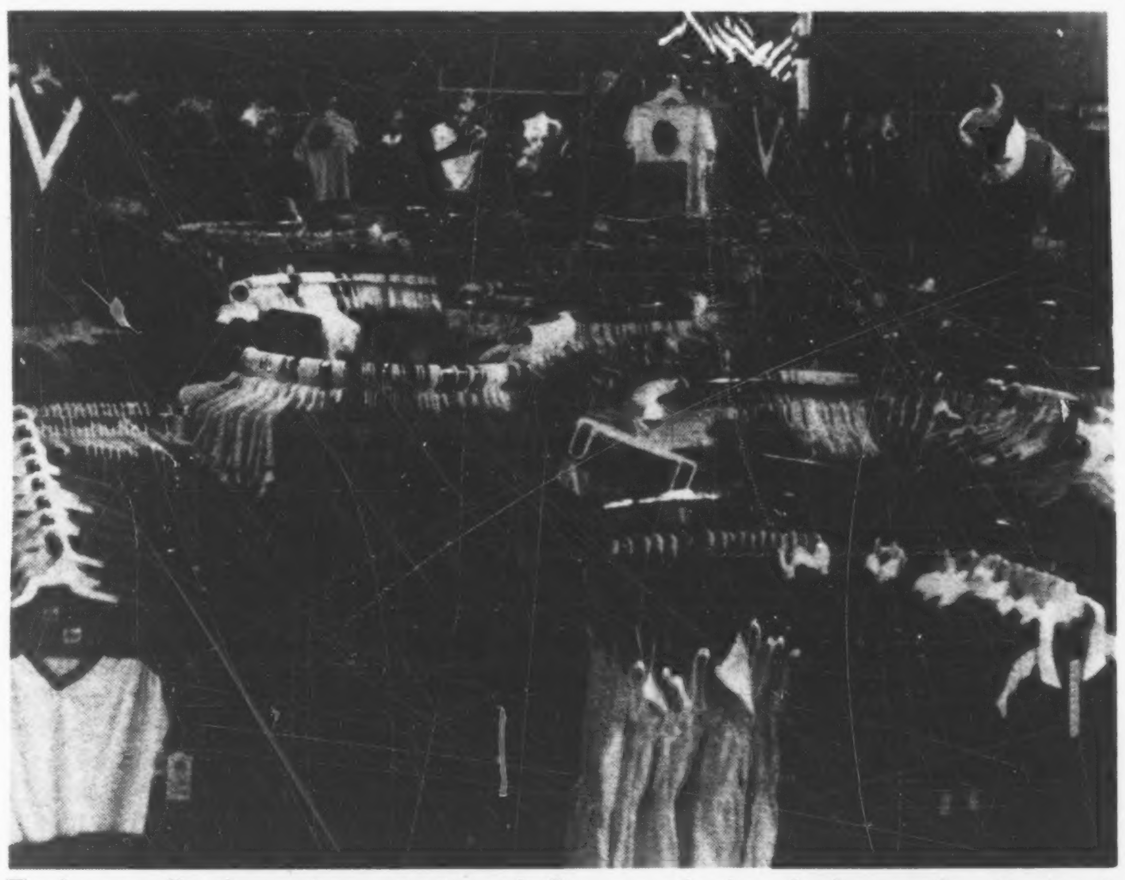

Federated's department store influence helped shape the look of the sportswear department of Gold Circle's remodel prototype, on West Broad Street in Columbus, Ohio. (DSN photo)

'Get Into Politics,' Senator Urges Retailers

Hatch Maps Anti-Lubbers Fight

Sen. Orrin Hatch (R-Utah) has been an active supporter of issues favored by retailers. Elected to the Senate in 1976, he is a member of the Budget Committee and the Senate Select Small Business Committee among other assignments. This interview was conducted by John S. Friedman, Washington correspondent for Discount Store News.

Discount Store News: The discount industry has been concerned about the proposed appointment of William A. Lubbers as general counsel for the National Labor Relations Board. You have been leading the fight against his appointment. Why?

Hatch: The most powerful position on the N.L.R.B. is the general counsel. He determines who is going to be sued and which suits are going to be dismissed. He's more powerful than the chairman of the board.

To have this position filled by a person who has been subservient to the chairman seems to be not only an impropriety but also very dangerous to the future of the N.L.R.B.

DSN: Do you think you will be successful in blocking him?

Hatch: Lubbers has an interim recess appointment which will allow him to serve for a year, but the nomination may be brought to the floor of the Senate. If that happens, we are going to need help from all those senators who realize that the general counsel of the N.L.R.B. should be independent of the board.

Since Lubbers has worked with or under John Fanning, the chairman of the N.L.R.B., for 23 years, it appears to me that he does not have the required independence. We believe that we can put together enough votes to filibuster successfully against Lubbers' nomination.

One other thing is repugnant about Lubbers' nomination: There are lots of indications that the reason he was nominated is that labor wants to accomplish by N.L.R.B. fiat what it could not accomplish on the Senate floor, that is, the labor

(Continued on page 36)

Discounting Week

FEDMART SWITCH. Bernard Litwak has resigned the presidency of King's to become president and coo of FedMart. Sol Kittay, who recently acquired a controlling interest in King's, will take over there as president as well as retaining his title of chairman. At FedMart, president Heinz Gundlach becomes vice chairman, ceo and chairman of the executive committee. The change followed industry speculation that FedMart might be helped by an American president with a greater knowledge of United States retailing.

TRANSFER. Zayre has sold the nine stores in its Shoppers City division in Minnesota to K mart.

PIONEER. George Farkas, 78, founder, ex-chairman of Alexander's, died of a heart attack in Palm Beach, Fla. He opened his first store in 1924 in New York.

Celebrity Posters Win Starring Role in Profit Picture

Nationwide DSN Report

Fast turns and fat margins are just part of the reason so many discounters are adding celebrity posters to their music departments.

Fully serviced displays, returns of unsold stock and traffic-pulling popularity make the posters—which are seldom promoted—profit centers within the department.

Sales of posters, including such other types as scenics, reproductions and animals, comprise as little as 1% of the space in many music departments, but contribute a greater proportion of the total sales.

In traditional chains, for example, poster sales generate 2%-4% of Woolco's music department sales and approximately the same percentage of T.G. & Y.'s stationery department volume. Sales at more youth-oriented tradeup chains such as Bradlees probably exceed those figures—due in part to the younger shoppers and in part to the broader assortment generally carried by the tradeup chains.

Sales of celebrity posters were estimated to be $100 million nationwide by one distributor, who sells 75%-80% of his stock through discount department stores.

"Some may claim the $100 million figure for the industry, but I don't believe it's that big with returns," said Charles Staley, Woolco's music department buyer. (Posters that do not sell can be returned to the supplier.) "But celebrity posters are selling well, even when compared to the impact of Farrah Fawcett posters." Farrah's likeness set unprecedented sales records in the poster industry.

Posters of Bo Derek, star of the movie "10," and John Snyder, of TV's "Dukes of Hazzard" are Woolco's top sellers now. Staley features them in promotional dumps with 24, 48 or 72 one-of-a-kind shots. The dumps, like the permanent displays, are in the music department because so many posters stars are from the recording industry. Staley maintains a permanent wood display from Western Graphics of Eugene, Ore., his chief supplier. It contains a basic assortment of about 400 celebrity, scenic and lesser-personality posters. Posters are stocked with number codes corresponding to a leaf-turning display above.

The gross margin of posters is double that of records and tapes at Woolco's music department. Records get up to 25%, while celebrity posters return 40%-50%.

"The permanent display takes no more than about 10 sq. ft. in 1,000 sq. ft. of floor space, and it produces 2%-4% of the total

(Continued on page 6)

poster gallery

Robin Williams and Scott Baio are featured in this poster display at Rink's, Norwalk, Ohio. Self-service, high margins and six turns a year attract retailers.

In This Issue...

TIGHTEN UP. Sporting goods merchandisers are keeping a careful eye on inventories, and some chains are reducing sku's of fringe and high-ticket items as they plan ahead for fall. Accessories and football will be stable, but exercise and possibly soccer look like growth categories. (P. 20)

FRINGE BENEFITS. Strong showings by vitamins and other fringe H&BA items are balancing this year's smaller sales gains in skin and hair care products. Higher-ticket, higher-margin merchandise, including franchised cosmetics, continues to push up sales per square foot. Trial sizes could play a big role at many chains. DSN tells the whys and why nots. (P. 15)

PHOTO FOLLOW. Last month's photo show had few surprises for buyers. Buyers are looking harder at 35mm models with high-margin accessories as the pocket camera trend flattens. (P. 27)

GOING SOFT? Two more Sam Solomon showrooms will have leased ladies' wear sections by this summer. The Miami cataloger, the first to add soft lines, will offer Jordache, Beene, Calvin Klein and other designer lines. (P. 31)

WHY JUST MAKE DO? The latest DSN/Touche Ross Discounter Management Development Series installment gives five steps to an assortment plan that takes the guesswork out of merchandise buying. (P.13)

SPRING FLING. With planting time in the wings, discounters are using the hard sell for mowers and other lawn care equipment. Murphy's Mart, Woolco, Two Guys and Ayr-Way are some of the chains advertising big-ticket seasonal merchandise. (P. 19)

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T.G. & Y. service managers received actual hands-on experience—which they will pass on to other service personnel—installing car stereos at an instructional clinic run by Kraco. (DSN photo)

34 T.G. & Y. TBA Service Mgrs. Take Stereo Installation Course

OKLAHOMA CITY—With the aim of boosting already strong car stereo sales, T.G. & Y. summoned the 34 service managers of its TBA centers to a training seminar last month.

Three one-day sessions were held to hone the managers' skills in the installation of car stereos and to provide them with instructions to pass along to their service personnel.

"We've installed stereos at our TBA centers before," said Bob Springer, T.G. & Y.'s district manager in charge of auto service centers, "but we never stressed it. If a customer asked to have the stereo installed, we'd do it. However, we never promoted installations."

Larry Lide, the chain's stereo buyer, added: "Most of the installations we would do were the simple ones—putting in under-dash units and surface-mount speakers. We didn't want to get into trouble with in-dash or cutting holes for door speakers or for speakers in the deck behind the rear seat."

However, it is precisely the jobs that T.G. & Y. avoided that customers are most likely to be reluctant to tackle themselves and which represent the fastest growing segment of the car audio market. So when the chain's vendor, Kraco, told merchandisers it had developed an installation training program, T.G. & Y. executives eagerly made arrangements to bring the TBA managers together.

"Kraco came to us with the idea," said Lide, "and everybody here was enthusiastic

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U.S. May Urge Gen. Mdse. Chains to Ice Prices

WASHINGTON—Carter Administration officials may soon begin pressuring the nation's largest discount and other general merchandise chains to freeze prices on key lines, White House consumer aides told *Discount Store News*.

The plan calls for letters from Presidential Consumer Affairs Adviser Esther Peterson to dozens of chains urging them to impose voluntary price ceilings to "ease the inflationary pressures that are causing such hardships for all consumers."

Peterson used just such an approach last month with food retailers, firing off letters to 50 major supermarket chains asking them to put a temporary cap on food price hikes. Nearly a dozen top grocery chains, including industry giants like Safeway, A&P and Grand Union, responded promptly with price freezes and the White House campaign began to snowball.

At presstime Peterson had already expanded the voluntary price moratorium effort to nonfood firms (letters were being sent to scores of drug store chains as well as food and pharmaceutical manufacturers), and plans were in the works to broaden the campaign further.

The next group to receive

(Continued on page 32)

Maloney's Readies Remodel, Plans Scaled-down Store

MOUNT STERLING, Ky.—Maloney's will remodel its 25,000-sq.-ft. Jackson, Ky., store next month to fit the prototype unit opened late last year in Norton, Va.

The 14-store Southeast regional discounter will open a scaled-down 12,000-sq.-ft. unit in Stanton, Ky., this fall, which varies from the prototype by cutting back soft goods. The new store is one of three that Maloney's projects opening this year in its tristate market area of Kentucky, Virginia and West Virginia.

Layout Changed

The first Maloney's that was remodeled to follow the new prototype was the unit in Irvine, Ky. The store was enlarged from 18,000 sq. ft. to 30,000.

Five of the chain's 14 stores are under 25,000 sq. ft., and the discounter expects to expand them eventually to fit the prototype.

The Jackson remodeling includes adopting a racetrack layout, positioning soft lines at the front of the store and hard goods in the back, and switching to 72-in.-high cube fixtures from 60-in.-high ones.

A Maloney's executive asserted that the use of cubes enables the discounter to get the display space of a 40,000-sq.-ft. store in its 25,000-sq.-ft. prototype.

The enlarging and remodeling of the Irvine store included boosting the apparel area by 30%, and going with expanded assortments in hard goods.

The scaled-down Stanton store will devote 25% of its space to soft goods and 75% to hard lines. The apparel mix will feature convenience clothing such as underwear, lingerie and hosiery but not the ladies' sportswear and coordinates merchandised in the larger stores.

The executive explained that Maloney's prime thrust is to open 25,000-sq.-ft. stores. However, the chain won't pass up smaller units geared for the smaller towns in its market.

Stanton, he noted, has a population of about 2,000, but is a county seat and serves a 10,000-population market.

The regional discounter has a 90,000-sq.-ft. warehouse in Mount Sterling which supplies its stores, all within a 150-mile radius from its headquarters.

Important Role

The executive explained that the facility handles 90% of the chain's merchandise, of which it warehouses 60%, and distributes 30% on a flow-through basis.

Jobbers supply about 10% of the merchandise on a service basis.

Maloney's is in the process of computerizing its warehouse, including developing sku numbers for every item. "Our aim is a two-week turnover in the warehouse," he said, "and the sku numbers will enable us to key in every item when received and when shipped."

The discounter now captures sales information by department at the store level, but computerizing the warehouse will provide faster and more accurate information for replenishment, he added.

The discounter opened five stores in the fourth quarter of 1979, in Norton, Va. (25,000 sq. ft.); and in four Kentucky towns—Whitesburg (25,000); Prestonsburg (14,000), and Inez and Olive Hill (each 10,000).

The Whitesburg store is an ex-Gibson.

Gibson is one of a half-dozen discounters that Maloney's battles; others include K mart, Heck's, Magic Mart, T.G. & Y. and A-Mart.

Maloney's mails circulars as its key advertising vehicle. Its promotions also cover the five scaled-down units in Inez, Prestonsburg, Olive Hill, Morehead and South Williamson, Ky. "The fashion apparel that is promoted is sent to the smaller stores for the ads, even though they don't usually carry this merchandise," the executive said.

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